

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

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## MI-LADY AND HER GLOVES



PERHAPS it began in the Middle Ages, when Lady Fair so lightly tossed her glove into the lion-pit, and then smiled sweetly at her Knight-at-Arms, a challenge for its rescue. . . . Not that ladies go about today tossing their gloves to the lions (what a use to put a lovely glove to!); but the romance still clings. • In presenting to the feminine public the famous gloves of Fownes . . . back of which lie a hundred and fifty years of history and prestige . . . we like to preserve that note of romance. • And so, in words and pictures, we develop a theme of beauty plus glamour, plus individuality; a theme which for basis has the fact that in a woman's scheme of life her gloves have a significance far and away beyond their fashion interest —a value interpretable in cold, hard cash—when sales are counted.

**N. W. AYER & SON, INCORPORATED**  
*Advertising Headquarters*

WASHINGTON SQUARE, PHILADELPHIA

659,105  
New York Boston

Chicago

San Francisco

Detroit

London

P9572



# Auto Show Sales Better than '32

MORE than 60,000 Milwaukeeans paid 50c each to inspect the new models at the 1933 Auto Show.

Sales at the Auto Show were better than in 1932. One dealer, handling a medium-priced car, reported more sales than at any other show during the 25 years he had exhibited.

Both sales and attendance emphasize the fact that Milwaukee, a good market at any time, is now a particularly favorable field for aggressive advertising. And it is just as favorable in economy of advertising as in sales possibilities. Through The Journal alone you can cover 81 per cent of the Greater Milwaukee homes having incomes of \$3,000 or more.

**THE MILWAUKEE JOURNAL**  
  
FIRST BY MERIT

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXII

NEW YORK, FEBRUARY 2, 1933

No. 5

## Stage the Technical Copy!

How Business-Paper Advertising—and Other Advertising, Too—Can Be Made Specific and Dramatic

WHEN copy is written to sell a technical article, it is specific as a matter of course and general practice. But there remains the more important process of making it specific in a way that is both interesting and convincing. Mr. McFee, drawing from his experience as an industrial advertiser, here enunciates six principles which he declares can dramatize business-paper advertising so as to rescue it from deadly reader apathy. It seems to us that they can be applied with equal force to other kinds of advertising as well.

By Wm. E. McFee

Chief Copy Writer, The American Rolling Mill Company

THE indifference of readers to indifferent advertisements need not be stressed here; neither must we crane our necks round the shoulders of engineers, architects, and plant superintendents to learn the disillusioning truth.

All this is obvious, at least to many industrial advertising men with whom I have discussed the affliction.

While there is much that is well done, some industrial advertising, even in this enlightened day, is not given the thought, the earnest creative effort, the interpretive talent that it deserves.

Perhaps the sales organization is not conscious of the gap that exists between its activities and those of the advertising or sales promotional department. Possibly everyone concerned (or who should be concerned) is satisfied with the sort of advertisement that pictures the product, headlines its identity beyond a doubt, states plainly its details and specifications, and urges the jaded reader to "send for our catalog C-189."

Whenever you see an industrial

advertisement like that, do you wonder if those same tactics, used verbally, are instrumental in clinching sales out on the front line? I do.

Have you a mental picture of the highly trained industrial salesman approaching his prospective customer's requirements with some such generality as: "Pumper's Pumps Solve Your Pumping Problems . . ." That followed by a few empty statements and an offer of a catalog to peruse at the buyer's pleasure? I have—not.

To be specific in industrial advertising is good—fine—great! It is a happy start. But to be specific interestingly and convincingly is or should be the ultimate objective.

Bill Brown, the influential "super," or Jim Jones, the skeptical "P. A." is avid for facts that would show him the way to savings or profits, but he won't let you inject them with a blunted ice-pick that has gone too many times to the ice. If he is like you or me there is a strain of adventure and even humor in his work-calloused soul. He has a flair for the picturesque, even as

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you and I, and while he wants us to present our story quickly, concisely, and factually, he also wants us to *stage* it for him.

Put on a show, not a burlesque or a comedy of errors, but an animated drama that will bring him to the box-office. It costs him nothing to glance at the title, admire the lobby pictures, and read the descriptions and reviews. Only when he reaches through the window for his ticket must he pay. And still, before he approaches the box-office, his eyes must first see, his mind comprehend, and his judgment must finally be sustained.

The industrial advertisement is subject to the same "show-front" process of reasoning, and being impressed favorably by what was seen, read, believed and urged. So we come to the actual creation of the *message*; for that is what it really is. We have marshalled all our facts about the product in its relation to the user's requirements; we have determined that those facts have been or can be applied *resultfully at the point of sale*; and now we are going to interpret them arrestingly and persuasively for the elusive reader of a carefully-chosen industrial medium.

However, we will not confound the technique of personal selling with that of advertising. The

precious facts, yes, will all be there, and the easy, gracious manner of getting a hearing for our wares. We may even relate a pertinent "story," as the salesman did, to portray an advantage or a benefit to our unseen prospects; still, the circumstances are different—the imminent competition from articles and other advertisements, the possible haste of the reader and the distractions along the way. We will be both specific and dramatic, and thus *interesting*.

It may be that we will achieve these in the manner of a "Barreled Sunlight" advertisement which I read (and admired) recently. It is an excellent pattern for specific, impelling industrial advertisements, whatever the product or feature to be interpreted. The copy writer, who is a prominent illuminating engineer for the moment, headlines: "Dark Surfaces are Sponges that soak up your Profits." Sub-headed beneath photographs of the authority and a bright, cheerful factory room is this: "Painted lastingly white . . . they reduce production costs."

The text continues strongly persuasive with a definite hook for action. At the bottom of the message is an attractive logotype that doesn't scream the product and its principal attributes. That is a vir-



Though Avid for Facts, the Reader of Industrial Advertising Appreciates a Refreshing Headline—a Striking Picture—Even as You and I



## PROVIDENCE took the Lead in 1793—*It's a big help Today!*

**A**MERICA'S first successful cotton manufacturer began operations in Providence County just about 140 years ago.

Today, the Commerce Department's "Manufacturing Market Statistics" rank the Providence area first among major industrial centers in production of cotton goods and cotton smallwares.

---

**Journal-Bulletin  
FAMILIES:  
In Rhode Island**

**2 OUT OF 3**  
Average for State  
as a Whole

---

**In Providence**  
**19 OUT OF 20**  
A. B. C. CITY

---

And today especially, the Providence market benefits from this leadership. Present strength in textiles raised the December total of Rhode Island manufacturing employment above the total for December, 1931.

There may be other states which have bettered their year-ago employment figures lately—but this market won't be lost in the crowd. Are you giving it special attention?

## Providence Journal & Bulletin

*Dominating New England's Second Largest Market*

CHAS. H. EDDY CO.  
Boston - New York - Chicago

Representatives

San Francisco - Los Angeles - Seattle

R. J. BIDWELL CO.

Feb. 2, 1933

tue in itself. The "Barreled Sunlight" advertisement adds the dramatic to the specific and the two make a happy combination that win readings—and, I daresay, sales.

Another industrial advertisement, which I believe gets over its story in concrete, convincing style, is a Parker-Kalon page that I've preserved for more than a year. The copy writer says: "The Camera Shows why Screwnails hold 4 times better than ordinary nails"—and the photographer supports him with a powerful closeup "shot" revealing the screw nail grasped securely by sheet metal and wood; while that of the ordinary nail shows no such firm anchorage.

Text goes on in the same specific fashion and closes with this compelling urge: "Try Hardened Screwnails, FREE. Send the coupon for samples. See how easily you can make superior sheet-metal-to-wood fastenings with Screw-nails."

That advertiser went from scratch into the lead. Moreover, much of the sales burden rested on the advertising. Could it have been done with stale generalities, vapid pictures, and offers of equally forbidding catalogs? You answer.

I saw another striking illustration of how a smart industrial advertiser can set a stage for his "show" and still sell specifically through the printed word. "A Mighty Stevedore!" exclaim Niles Cranes,—and then clinches the dramatic statement with . . . "Loads 100 cars into 'Seatrain NEW YORK' in 5 hours." I need not quote from the text; for you know that with such a headline the whole advertisement's interview of the reader could not possibly fall flat. It sold straight from the shoulder, with plenty of pointed examples to confirm the money-saving features of Niles Cranes.

S K F is still another industrial advertiser that believes the concrete and arresting is to be preferred to the abstract and passive. Not long ago the company told paper mill men that "Production Schedules with S K F are UNINTERRUPTED," and then proceeded to build up a puncture-proof case that no reader who had ex-

perienced the annoying delay and expense of break-downs could ignore.

Now, are there any reliable directions for industrial advertisers who would journey the road to successful meetings with buyers sated by an endless round of wearisome arguments? I think there are. The road is called *Specific*, and I gather from the experience of industrial advertisers who have pursued it that these are the markers to watch out for along the way:

#### Sign 1:

Delve deeply and explore widely for the facts about the product. Review advertising for several years back. Dig into musty sales files. Many a gem that would move buyers out of their apathy is concealed in a moribund file cabinet.

#### Sign 2:

Study salesmen's reports. Probably they won't yield you much literary polish or gleaming phrases, but it is likely they will yield you ideas, concrete ideas that, interpreted sincerely and enthusiastically, won a sale sometime, somewhere, somehow. Reports are frequently a veritable Golconda of information about buyers—their characteristics, habits, speech, weaknesses, strengths and other important traits. When deftly and understandingly used by the planner of industrial advertising, they help transform static statements into dynamic copy, the kind that's either read and acted upon immediately or remembered in time of need.

#### Sign 3:

Be a reporter. Train your nose for news, and whenever there is a salesman or a promotional man within striking distance, ferret him out and ply him for all the facts and case histories he is worth. Many successful salesmen carry big bundles of specifics, each of which is an antidote for advertising poisoned with the dread virus of dullness.

"Don, I heard you sold a big order of so-and-so's, our slowest—*(Continued on page 74)*

...it takes 57 carrier salesmen to deliver the Register and Tribune in Marshalltown, Iowa!

**M**ARSHALLTOWN, one of Iowa's busiest trading centers, is situated at the crossroads of three main line railroads; on the Lincoln highway. Freight and passenger transportation service is excellent. Paved and gravelled highways in all directions make shopping in Marshalltown an easy matter for the people living in this section of Iowa.

Here is a fine example of a high class, completely American town . . . of which there are many in Iowa. Splendid stores and shops; attractive theaters; fine hotels; beautiful schools and churches and wide, spacious streets lined with modern residences where 17,373 Iowa people live . . . friends of yours . . . and of your product! Many diversified industries make it

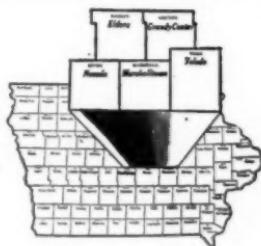
Nearly 14,000 families receive The Register and Tribune daily in the Marshalltown trading area.

an important manufacturing center. Besides Marshalltown, there are other towns of secondary size in this area, such as: Eldora, Nevada, Grundy Center, Tama and Toledo. Every town in this territory of over 300 population has Register and Tribune carrier salesmen who deliver this newspaper right to the doorstep. In Marshalltown, alone, there is a staff of 57 carrier salesmen!

In this trading territory The Des Moines Register and Tribune has a circulation nearly double that of the next largest daily newspaper.

Living in this area are 32,013 families (U. S. Census 1930). The Register and Tribune is received daily by 13,986 of these families. (Sunday, 15,-036).

The dominance of this newspaper in the Marshalltown area is typical of its "effective coverage" all over Iowa!



The Des Moines  
Register and Tribune

230,221 Daily . . . A. B. C. . . , 208,243 Sunday

Feb. 2, 1933



**Since 1929  
a Larger Dollar Volume**

**Pond's Creams have sold a  
larger dollar volume since  
1929 than in the three most  
prosperous years before  
the depression.**

**The undisputed leader...  
Pond's has been a client for  
forty-six years.**

**J. WALTER THOMPSON  
COMPANY  
ADVERTISING**



# The Most Interesting Advertising Job I Ever Did

By J. K. Fraser

Partner, The Blackman Company

**T**O me the most interesting advertising job I ever tackled was my first job as an agency man. Probably it was the most interesting, largely because it was my first real responsibility for producing sales.

I think I'll start by telling the new agency man how to get an account—or at least how I got this first account of mine. It will sound like a chapter from "Believe-it-or-not."

In my high school chemistry class we were bombarded with monthly examinations. During one month the formula for borax came into our lessons. It was so bizarre that we felt sure it would pop up in the next examination. So during recess periods we rehearsed the borax formula in the form of a class yell "N-A-2-B-4-O-7—plus—10-H-2-O!"

If any member of that class ever forgot the borax formula, he was certainly no chemist. The borax question never came up in examinations, but this yell stuck, and served me in good stead, as you will see.

Several years later, after I had been out in business about three years, I was in the advertising department of a biscuit company, with a secret itch to get into the advertising agency business.

One evening I met socially a man who got to talking business. When he found I was in advertising, he said his company advertised, and he was looking for an advertising manager who understood chemistry. Did I know one? I did not, but asked him what he made.

He said, "Borax."

"Borax," I mused. "That is  $\text{Na}_2\text{B}_4\text{O}_7$ —plus— $10 \text{H}_2\text{O}$ , isn't it?"

My acquaintance lit right up. The very man he had been looking for! Why shouldn't I take the job?

I explained that I was well fixed in my present position, but how would it be if I connected with an



advertising agency and handled his advertising as an agency man?

That was all right with him. (Believe it or not, the talk went just about this fast.)

Within a few weeks I located in an agency with my first account—borax.

A spectre promptly loomed in front of me—my hazardous future. Success with this account might give me a flying start toward big-league status. Failure might keep me in the minors for years to come.

I developed a pretty good case of buck ague.

As the Borax Company held a practical monopoly, their whole aim was to increase the use of borax.

I read and re-read the borax literature. As I pored through it, the spectre grew. I could find no claims in the borax kit bag which pointed toward any great increase in use: The virtues claimed were already familiar to most women.

By degrees, I developed the sickening feeling that I was facing an advertising flop.

Then I took a different tack. I started getting friendly with wash-women. I dined out on condition that I might wash the dishes. I



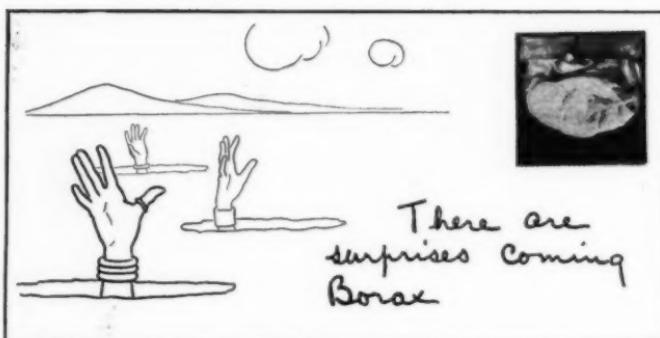
# OPPORTUNITY MARKET!

Few markets anywhere offer such huge potentialities in sales at low cost as Detroit. To begin with, here is a city of 1,500,000 (trading area 1,800,000) that can be adequately covered by one newspaper—*The News*. There are only three newspapers in this great field, with *The News* having the dominating home circulation and carrying better than half of all the advertising—the other two papers dividing the balance. Because 76% of the city circulation of *The News* is home delivered and because *The News* covers 71% of the financially able homes, Detroit becomes a real opportunity market, whether for test campaigns or thoroughly concentrated selling. The fact that in 1932 the first 18 retail advertisers used on an average 181% more space in *The News* than any other paper is evidence of its ability to bring sales at low cost.

## **The Detroit News**

New York      THE HOME NEWSPAPER  
L. A. KLEIN, INC.      Chicago  
J. E. LUTZ

Feb. 2, 1933



fussed with borax in my home bathroom.

This fussing went on for about five weeks till finally I struck what seemed to me a nugget—a penetrating line of thought. If I could get this thought into women's heads, I was ready to bet money that their use of borax would mount.

Then I turned my fussing toward how to get a reading for this message, which I found I could put into about forty words. I finally resorted to an instrument which has since become rather common—the teaser—preliminary advertising designed to sharpen an appetite to read the later advertisements.

The teasers were put out. (A couple from the street car phase of the advertising are reproduced here.) People promptly started to talk and speculate and ask questions in quite a lively way. My spirits rose.

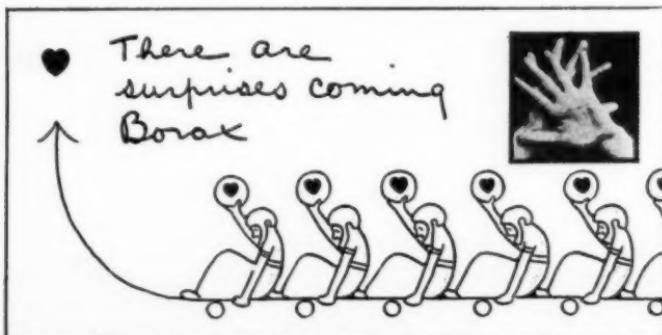
After four weeks of the teasing,

the selling text matter appeared and then (believe it or not) four weeks later the packaging department of the Borax Company found itself way behind in meeting the call for packaged borax.

Looking back, the year's sales increase in the light of the size of the advertising effort was astonishing. At the time I came to take it as a matter of course. I felt that anything that a smart fellow like me tackled was bound to respond in much the same way. Fortunately for my social graces, I found later that it was not always so simple.

Somebody is bound to ask, "Why don't you show us some of the text matter which did the real selling?" Well, you see, the teaser idea got into my blood early, so I think I'll keep on teasing.

[This is the first of a series to be written by leading advertising agency executives.]





## A PRIZE-WINNING GARDEN IN INDIANAPOLIS

This garden won first prize in the Amateur class of the 1932 Indianapolis City Beautification Contest.

The eleventh annual contest, sponsored by The Indianapolis News in cooperation with the fire prevention division of the city fire department, will begin the first of May. It stimulates the beautification of residential, commercial and industrial premises and encourages the elimination of fire hazards from private property. The tremendous amount of interest created in this contest will provide a profitable market for home and garden products and equipment.

The Indianapolis News successfully promotes a number of annual civic betterment projects. This sincere promotion has aided in the establishing of reader-confidence and good-will . . . so necessary to maximum advertising results.

## THE INDIANAPOLIS NEWS SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 E. 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

Feb. 2, 1933

**P**eople who USED-TO-BUY are the MUMMIES of MERCHANDISING... interesting as specimens... no good for practical purposes

..... "What they Pay" .....

BUYING HABITS (Magazines ranked on high to low prices habitually paid by readers for articles repeatedly purchased)

Men's Shoes \$	Men's Clothing \$	Women's Hosiery \$	Military \$	Women's Shoes \$	Street Dresses \$	Spring Gowns \$	Winer Fancy Goods \$	
1 8.70	1 48.67	1 1.36	1 6.20	1 8.17	1 18.20	1 32.17	1 70.46	Nat. G.
4 7.04	6 42.98	3 1.30	6 5.45	5 7.38	4 16.15	5 28.84	4 63.77	B.H.&G.
2 8.14	2 43.65	2 1.31	3 5.59	2 7.68	2 16.38	4 29.26	2 65.59	COSMO.
3 8.03	5 43.06	4 1.29	2 5.59	4 7.59	3 16.22	2 29.35	3 64.54	Lit. Dig.
6 7.90	4 43.95	5 1.29	4 5.56	3 7.64	5 16.00	3 29.31	5 63.69	G'd H's
5 7.92	3 43.49	6 1.27	5 5.48	6 7.45	6 15.93	6 28.57	6 60.05	S.E.P.

"Are they Buying Now"

BUYING ACTIVITY (Purchases within 1 year)

						<small>MEAN RANK BASED ON 24 BASIC FACTORS</small>
Radio	Vanishing Chamber	Electric Washer	Electric Sewing Machine	New Car		1 Nat. G.
15 17.55	7 9.47	14 5.29	1 9.47	1 13.09		2 B.H.&G.
13 19.53	3 10.58	8 6.02	3 9.46	4 11.09		3 COSMO.
3 21.67	4 10.07	3 7.57	3 8.70	3 11.99		3 Lit. Dig.
10 19.96	9 9.36	15 5.18	4 8.65	5 10.89		5 G'd H's
14 18.93	5 9.80	6 7.05	5 8.60	2 12.16		6 S.E.P.
11 19.95	11 9.07	13 5.85	13 6.57	6 10.76		

This data is condensed from R. L. Polk & Co.'s Consumer Survey—the largest and most impartial study ever made. Complete figures (now in use by advertisers, advertising agencies, business schools and colleges) covering 24 Basic Factors in the lives of 132,527 families will be sent you on request.

THE CLASS MAGAZINE WITH MORE THAN

# PEOPLE WHO BUY NOW ARE LIVE SUBJECTS.

## YOU CAN FIND MORE THAN A MILLION AND A HALF READING COSMOPOLITAN

Here are two guide posts:

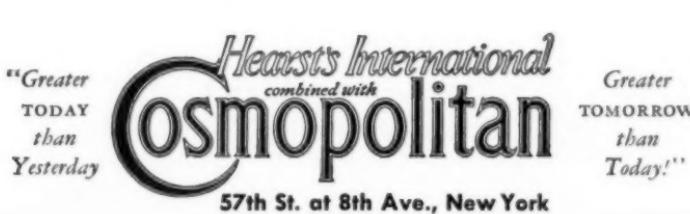
**More people pay 25c for Cosmopolitan than for any other quarter magazine in the world.**

**They read Cosmopolitan because they like it—and buy it because they can afford it.**

According to the Polk Consumer Survey these same Cosmopolitan readers within-the-year have been the most active buyers of such key merchandise as new cars, electric refrigerators, electric washers, vacuum cleaners and radios—and they pay the second highest prices for men's and women's clothing—articles that are bought over and over again.

Many advertisers know that Cosmopolitan's editorial contents attract people who put the proper value on outgo as well as income. Some advertisers don't know it.

How much longer can they afford to neglect this market—which is cheap to buy but expensive to miss.



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ONE AND ONE HALF MILLION CIRCULATION

Feb. 2, 1933

**OVER 400,000  
CIRCULATION . . OF THE  
RIGHT KIND . . AT THE  
RIGHT PLACE . . AT THE  
★ RIGHT TIME**

★ AT THE RIGHT TIME—reaching the home in the evening when the whole family is there, when your prospective customers have the time and the inclination to sit right down and give your sales message thorough, undisturbed and sympathetic consideration.

**THE CHICAGO DAILY NEWS**

National Advertising Representatives:

**GEORGE A. McDEVITT CO.**  
250 Park Ave., NEW YORK

**CHICAGO**  
Palmolive Bldg.

**SAN FRANCISCO**  
Monadnock Bldg.

**PHILADELPHIA**  
Record Building

**DETROIT**  
New Center Bldg.  
Financial Advertising Offices:  
**NEW YORK** 165 Broadway      **CHICAGO** 29 S. LaSalle Street

*The*  
**QUANTITY QUALITY CONCENTRATED EVENING CIRCULATION**  
*Over 400,000 circulation...of the night kind...at the night place...at the night time*

# Advertising to Seven Million Young Skeptics

Younger Generation Appreciates Sincere and Specific Advertising Copy, Bradbury Test Proves

By Amos Bradbury

**I**F someone should ask me what I considered the most important job before advertising in the next few years, my answer would be "to impress the coming generation with its sincerity."

They come along so fast, these kids who had nothing to do with the causes of our economic troubles, but who are influenced by them every day of their lives. The schoolboy of today and his sister have learned much by listening.

In a few years they will be at the age when they buy the most advertised products. They will be getting married, starting homes. The world doesn't stop but there is a totally different race which will populate it.

They are going to buy more carefully, I believe. They are not going to take so much for granted as their parents and grandparents did. The advertiser with a product which built a name among the members of the former generations must, I think, question his own present copy more carefully than ever before to see if it fits the mood of the up and coming young folks.

I have no intention of setting myself up as the spokesman for the seven million skeptics who have arrived at the age of sixteen since that black October of 1929.

But ever since I told about\* that portion of the new generation which circulates about my house, many manufacturers and advertising agents have asked me questions. These questioners believe as I do that it is important to think about the kind of copy which will most appeal to the young people who will buy the motor cars, the homes, the cigarettes and toilet soaps of tomorrow.

In attempting to answer this

"So You're Handing Us Chaos," PRINTERS' INK, December 15, 1932.

question to my own satisfaction I have been talking to several groups of young folks from fourteen to eighteen and I, therefore, feel qualified to make the statement in my first sentence, not dogmatically but in sadness. It was a treat to sit down with fifteen or more boys and girls one at a time, ask them to look over certain advertisements and discuss them frankly and I'll tell about that phase later.

But first let me say it goes deeper than copy. Some sub-debs and prep school boys think their parents have gone slightly cuckoo.

Where they once talked sense they now chatter about chaos, technocracy, farm allotments, Jehol and other strange things. As if a millennium were upon us.

One old-fashioned young lady, no relative of mine, told me that it had been her experience that when an older person tried to get across with a group of young folks, he was likely either "to lie like the dickens or do tricks." Both of which she thought were silly and not very interesting. They really don't mean to tell lies, the young lady explained to me, but they try to talk about the time when they were young and exaggerate terribly. Or else they try to do tricks with cards or tumbling and wrestling with the boys.

What she and the boys like better, she told me, is something interesting—that means a fact they didn't know before.

Now advertising, it seems to me is a most important force for the future of this nation. It is the only force that can make mass consumption possible in the future and without that mass production is impossible, and "junk" go the big plants. Advertising also means meeting strangers and trying to make friends of them. Whether or

*Ecb. 2, 1933*

not the young generation believes in the advertising it reads thus becomes far more important than a theoretical question about copy.

If advertising fails to create confidence in the coming generation, if its members begin to believe the advertisements are exaggerations or somersaults, then we would have real trouble here—no technocratic bugaboo. For without belief commerce ends.

If there is any tendency toward this loss of belief it is a thing we have all got to do something about. The way is easy. It is very simple.

Just get every manufacturer before he finally okays a piece of copy to consider himself face to face with a group of young boys and girls, show them a picture to attract their attention, then read his copy aloud to them. Knowing that this generation doesn't like its elders to lie, be vulgar, exaggerate, stand on their heads or do tricks, how does his copy sound under these conditions?

My own incomplete series of experiments makes me earnestly desire manufacturers to go and do likewise.

It is a type of test which would certainly improve the believability of much present-day copy if its results are heeded.

I'm not at all discouraged about present advertising and yet some of the men who pay for the copy should have heard the comments of my young friends.

The good copy in this case beat the bad, but then I had only four publications, all of high standing, to show them and vote on.

Here was the system:

The boys were shown two publications, asked to vote one, two and three for those advertisements they liked best, same for worst and

why. Same thing with the girls

Their first choice counted 5, second 3, third 2. There was plenty of conversation while the votes were being taken.

I'm not one to knock a lot of folks who have placed copy in periodicals. I hope to have my criticism constructive instead of cynical. The point is that the kids liked many more than they condemned. So immediately I'll tell you the one which won out among



*One of the Illustrations Which the Young Folks  
Thought Was Attractive and Believable*

the boys and why. Here is the start of it.

## WHERE TELEPHONE WIRES LEAP THE GILA VALLEY

"Twisting like a snake among the painted rocks of Arizona, a river valley cuts a half-mile wide slash through the desert. In dry weather its bottom is only naked sand and a shallow trickle of water. But after rain the stream swells to a yellow raging flood from bank to bank. Its name is the Gila River (pronounced Héla).

Then the company tells interestingly how its engineers running a new toll line reached this valley, had a real obstacle on their hands.

No footing for poles in the shifting sand and how they had to build a catenary span to carry the wires from bank to bank in one leap. The boys liked this because "they told how they do it; they told us a new and useful fact."

Close behind this choice was one for Winchester Cartridge Company, a most specific advertisement, which instead of talking generalities about power and accuracy was headed "Kills Coyote at 71 yards with Super-X .22 Cartridges." The boys found several advertisements about razors, cigarettes, toothpaste and other products which, in their opinion, were pure boloney.

The girls of that part of the new generation I know, are strong for pictures. That is what stops them. Some pictures actually made this group of young ladies angry. One advertisement for powder showed a girl with so much make-up that every girl there agreed no one of them would ever want to "look like that."

One picture that struck me as a real attention-getter worried some of the sub-debs. It showed a young lady in evening clothes scrubbing clothes on a wash-board. My little gang of serious critics got the impression that some fool man had made his wife go down cellar and scrub just before she was ready to start for a dance.

"There's what I mean by tricks," said little Pauline.

"That one ought to pipe down a little," was the verdict on one advertisement with caressing hands in a love scene, but I noticed it stopped them all.

While the girls found a few they thought lied or turned somersaults, they liked many more than they condemned.

The Listerine picture of dad with his two kids, the half-dirty, half-clean Fels-Naptha doll and especially the one of Ralston where dad wouldn't eat, worrying about his job and the little shaver in the picture fed him a spoon of Ralston's, all these were "very interesting."

Stokely's full-page suggestion that a family ought to be kept

guessing by serving exciting meals of something different, secured a careful reading for this company's waxed beans, corn and peas, and third place in the vote.

The first place was a tie between a picture of a swell looking birthday cake with recipe, run by Baker's Chocolate division of General Foods and this following unusual piece of copy with no picture at all. It is the offer made to housewives by Knox Gelatine. This is the copy and the little girls liked it a lot:

Frankly we want to convince thousands of new customers that our Knox Sparkling Gelatine is not only the highest quality gelatine it is possible to produce, but that our advertising for it is always sincere, truthful and without exaggeration. We hope you will prove it by accepting this offer:

Order a package of Knox Sparkling Gelatine from your grocer. Open it and you will find two sealed envelopes of plain, pure gelatine (real gelatine), and a recipe folder with valuable coupons attached. Notice that you have to use only one-quarter of the gelatine in the package to make a delicious dessert or a salad that serves six people (that's real economy—for you will have enough gelatine left to make three more desserts or salads of six servings each). Make a dessert or salad from one of the recipes in the package. Then compare it with any dessert or salad you have ever made with any brand of flavored gelatine dessert preparation that you have used or are using. If in your judgment, and that of your family, the Knox dish is not far superior, return the empty Knox carton with a list itemizing the cost of the ingredients used, and Knox Gelatine of Johnstown, New York, will gladly refund the cost of the ingredients and the full price of the gelatine. A fair offer, isn't it? . . . and we hope it will bring us new friends to join those friends we have made and kept during the past fifty years.

"It sounds so real"; "it's honest"; "there's something"; "how do they do it?"; "it's believable." These were some of the things said about it in my living-room at six o'clock the other evening.

It is up to all of us to remember, I think, that if we as business men and citizens have been going through hard times, so has the younger generation.

They don't think we people have done much of a job. They don't believe it is fair or reasonable for them to be deprived of things because the generation which pre-

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ceded them ran into a big swamp.  
They are skeptical, but interested.

Seldom before, I imagine has a generation been as interested in truth and facts interestingly presented.

Seldom has a generation had less confidence in statements from on high, in mere opinions, high sounding phrases, big words full of sound.

Understatement, simplicity, naturalness, believability — those are qualities in a man, a company or a piece of advertising copy which register with them. Those manufacturers who choose to publish over their own names misleading, exaggerated or stodgy copy; who will tolerate statements in their own advertising they would never think of making in person, are

going to find this new generation quick to take offense, difficult to win back.

Those more numerous manufacturers who having invested hundreds of thousands or millions in previous advertising and who realize that their investment must be protected by the belief and confidence of the younger generation, are going to rely more, I believe, on simplicity, on making real facts more interesting. They will, I think do well to strive more for believability than mere cleverness in their copy.

They will be well advised if they try to carry over also to the younger generation some of the spirit and intangibles back of the business, at the very time they are being specific and simple in the copy they use.



### Schwarting Joins Thompson

John H. Schwarting has resigned as first vice-president of Albert Frank-Guenther Law, Inc., to become associated in an executive capacity with the downtown office in New York of the J. Walter Thompson Company, Inc. Mr. Schwarting was long a member of the executive staff of Albert Frank & Company which merged with Guenther-Law, Inc., last year.

### H. C. Mathison, Vice-President, Conrad Razor

Howard C. Mathison, formerly vice-president and sales director of the Bauer & Black Company, with which he was associated for thirty-three years, has been made vice-president of the Conrad Razor Blade Company, Inc., Long Island City, N. Y.

### Buys "Nassau Daily Star"

James E. Stile, publisher of the *Nassau Daily Review*, Rockville Centre, N. Y., has purchased the *Nassau Daily Star*. Both papers will be published under joint business management but with separate editorial staffs.

### Gilman with "Liberty"

S. V. Gilman, formerly manager of market research for Congoleum-Nairn, Inc., and, before that, with Household Products, Inc., has joined the advertising staff of *Liberty*, New York.

### Hoagland, Armour Director

I. M. Hoagland, vice-president in charge of sales of Armour & Company, Chicago, has been elected to the directorate.

### Gerber Increases Advertising

An increased advertising and sales promotion program for 1933 was announced to the sales organization of the Gerber Products Company last week. Appropriations have been enlarged in each of the last four years and during that period there has been a consistent increase in volume of sales. Magazines, newspapers, business paper and professional publications will be used.

### Hopkins Heads Outdoor Bureau

Frank T. Hopkins, formerly vice-president and general manager of the National Outdoor Advertising Bureau, Inc., has been elected president and general manager of the bureau. As president he succeeds the late George C. Sherman.

### Gets Cosmetic Account

The Popular Products Corporation, New York, cosmetics, has appointed Grant & Wadsworth and Casimir, Inc., of that city, to direct its advertising account. Newspapers and magazines are being used.

### Hardy with Forbes Lithograph

Horace W. Hardy, formerly art director of Outdoor Advertising, Inc., has joined the staff of the Forbes Lithograph Manufacturing Company, Boston, in charge of the art and creative division.

### Ormiston Joins Federal

MacGregor Ormiston has joined the art department of the Federal Advertising Agency, New York. He was formerly art director of the Percival K. Frowert Company.

# 1<sup>ST</sup> IN 1932 AUTOMOTIVE DISPLAY ADVERTISING

**TWO** reasons account for the Times-Star carrying 72% more automotive lineage than the morning and Sunday paper, and 90% more than the other afternoon paper:

**FIRST**, More Cincinnatians see advertising in the Times-Star.

**SECOND**, and more important, Times-Star readers have the means to favorably act upon the advertising.

..... **AND** there may be another reason, perhaps the deciding factor, the Times-Star has continuously brought the greatest results.

## CINCINNATI TIMES-STAR

HULBERT TAFT, President and Editor-in-Chief

Eastern Representative  
**MARTIN L. MARSH**  
60 East 42nd Street  
New York

Western Representative  
**KELLOGG M. PATTERSON**  
333 N. Michigan Ave.  
Chicago

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AUTOMOTIVE DAILY NEWS, JANUARY 25, 1933

# SPARKS from DETROIT

King's Place in History

Yo—Heave

Salesmen's Contest

Bouquets for Shaw

Federal Proud



## Chris Sinsabaugh—Detroit Editor

EVERY ONE SEEMS to be putting his shoulder to the wheel in order to make the Detroit show a success. There are no business jealousies, all seem to look to the automobile industry to get us out of the depression, and the city is with us hook, line and sinker. The daily papers are going to extremes to help in the way of promotion, but this seems to be the case in every city in which a show is held.

Particular energy in the show campaign is being shown by the Rodney Boone organization, advertising representative of the Hearst dailies, the New York Journal, Detroit Times and Chicago American. Sponsored by the Boone outfit, the first broadside was fired during the New York show, when the Journal staged a daily broadcast for five days, boosting the show and bringing before the mike practically every leader in the automobile industry. In addition, the Journal's trucks carried posters advertising the show, and so did the news stands. The Detroit Times is doing the same thing here, while during the Chicago show the Chicago American will do likewise.

DAVE PRESTON of the Boone outfit tells me that the Chicago American will again run its contest for salesmen during the Chicago show. The leading salesman for each make of car will receive a prize for his show week efforts based on dollar volume.

(Yes, Mr. Sinsabaugh,  
 you'll always find the  
 Boone Man with his  
 shoulder to the wheel  
 whenever a manufacturer  
 or an industry needs  
 sales help —

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION  
 A UNIT OF  
 HEARST ADVERTISING SERVICE  
 New York

Boston	:	Chicago	:	Detroit	:	Philadelphia
Rochester	:	Cleveland	:	Atlanta	:	San Francisco
		Los Angeles		Seattle		

---

REPRESENTING—

DAILY	SUNDAY	SUNDAY
Boston American		Atlanta Georgian
Baltimore News		Chicago American
Washington Herald		Detroit Times
Washington Times		Omaha Bee-News
San Francisco Examiner		Seattle Post-Intelligencer

SUNDAY	SUNDAY	SUNDAY
Rochester American		Baltimore American
Detroit Times		Washington Herald
Omaha Bee-News		Atlanta American
San Francisco Examiner		Seattle Post-Intelligencer

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# TOBACCO

*is booming trade in*

## KENTUCKIANA

WITH tobacco selling at prices that will yield the farmers of Kentucky and Southern Indiana from \$5,000,000 to \$10,000,000 more than they received for their 1931 crop, trade prospects in this section are very satisfactory for the coming year. This crop alone will make more than \$50,000,000 available to trade in Kentuckiana.

*This highly diversified market offers an exceptionally profitable field for your advertising message.*

You can effectively reach this market at a single low cost by concentrating in one medium—

**THE COURIER-JOURNAL  
THE LOUISVILLE TIMES**

Major Market Newspapers, Inc. -:- Audit Bureau of Circulations  
REPRESENTED NATIONALLY BY THE BECKWITH SPECIAL AGENCY

# Quarterly Interim Statements to Be Issued by A. B. C.

Board Also Declares Six-Months on Moratorium Application of Present Rule on Averages

THE board of directors of the Audit Bureau of Circulations met last Friday at Pinehurst, N. C. and decided that hereafter the Bureau shall furnish quarterly interim statements—and also declared a six-months moratorium on the enforcement of the present three-months arrearage rule.

Thus the board disposed of two important questions that have been pestering the Bureau's membership for nearly a year. They were thoroughly discussed in the departmental and general meetings at the annual convention in Chicago last October and proved so tough that the convention at last threw up its hands and decreed that the board should have full authority to settle the argument and that its decision should be law.

Here is the official ruling on the interim report proposition:

**RESOLVED**, that the Audit Bureau of Circulations adopt a standard form for quarterly interim statements for use by any publisher members who may desire to comply with the request of an advertiser or advertising agency member for such interim statement. When and if a publisher member furnishes such interim statement he shall file duplicate at Bureau headquarters and such statement shall be subject to audit by the Bureau.

Interim Publisher's Statement shall be cumulative from the beginning of the audit period.

If any publication files an interim quarterly statement the Bureau shall release such statement to members in the same manner as the present six-month Publisher's Statements are distributed and it shall be subject to the same right of purchase as now applies to the six-month Publisher's Statements, except as to sale of reports to other publications.

The interim quarterly statement form shall contain in a box on the first page the following:

"This form is approved by the Audit Bureau of Circulations for use by those publisher members who may desire to comply with the requests of advertiser or agency members for interim circulation statements. If used, a copy must be filed with the Bureau and become subject to audit."

The provisions become effective

for newspapers with the quarter beginning April 1 and for magazines and farm papers with the quarter beginning July 1. The resolution does not apply to business papers.

The question of subscriptions in arrears was handled this way:

**RESOLVED**, that a moratorium for six months be declared for all publications in connection with Chapter B, Article 1, Section 1 (c) and 1 (d), allowing an additional three months of grace beyond the three months now allowed by said rule in which subscriptions in arrears may be counted as paid. Said moratorium to affect subscriptions expiring January 1, 1933, and thereafter for six months.

P. L. Thomson, president of the Bureau, tells *PRINTERS' INK* that he thinks the action of the board in these two respects will commend itself to advertisers, publishers and agents alike, even though there was pronounced difference of opinion at the Chicago convention.

"In the newspaper division," he says, "some publishers wanted the three-months rule changed, while others opposed any such liberalizing of the rules as a backward step. Many papers were against any interim publishers' statements, while others held that the request of the buying groups for more up-to-date information on circulation was perfectly reasonable.

"The board's solution meets these specifications without any mandatory legislation. It provides a moratorium for the application of the rule on arrearages, and it provides a set of short forms for the use of publishers if and when buyers ask them for interim statements. This simply provides a standard way in which those buyers who desire more current circulation information can get it from those publishers from whom they want it.

"Whether or not it is furnished is entirely a matter between the advertiser or agent on the one hand, and the publisher on the

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other. The Bureau doesn't care; but if information is to be exchanged, then the new forms the Bureau has carefully worked out with the co-operation of both groups, are recognized as the standard way to line up the data, and the Bureau must be given a copy.

"The buyers felt that the circulation of business papers is relatively so stable that they are adequately reported on the present six-months basis. Consequently, this group was exempted from the rule. It will apply to all three other groups. In practice it is expected that small newspapers will not be asked for the information as their circulation picture changes so infrequently. The advertisers and agencies want the data primarily on the magazines and larger city newspapers.

"The resolution on the arrearage rule will work out in the same way. Many publishers now cut off subscriptions at their termination and carry no arrears. Presumably they will continue this practice. For those who now carry over for three months and desire to extend this to six, the Bureau will include these as net paid."

The board also cleaned up the troublesome problem of city zones and trading territories by resolving that "pending the determination of a general formula upon which city zones and trading territories for newspapers can be established, no changes be made in present city zones or trading territories except in cases where there is unanimous agreement upon the part of the newspapers involved and said agreement is approved by the Bureau."

The section of the by-laws relating to association subscriptions was amended to read like this:



### One-Day Convention for Advertising Affiliation

The Advertising Affiliation, composed of advertising clubs of New York, Pennsylvania, Ohio and Ontario, will hold a one-day convention this year instead of the usual three-day session. The convention will be held at Niagara Falls, Ont., on May 20. J. Jay Fuller and Francis B. Frazee are co-chairmen in charge of the program for the one-day session.

Members of an association who receive a publication by virtue of their membership in such association and whose subscriptions to the publication are paid for as part of their association dues or by assessment, shall be designated as association subscribers and such subscriptions shall be designated as association subscriptions; provided that the association's records are made available to the A. B. C. If properly qualified, subscriptions to a privately owned publication purchased by an association, which does not submit its records to audit by the A. B. C., shall be set up as term subscriptions in bulk.

Through another amendment to the by-laws the board defined independent carriers and designated their functions as follows:

Independent carriers are carriers who buy papers and deliver them in the manner described in Section 1 of this article, keeping the accounts with their subscribers and making their own collections from the subscribers.

If independent carriers file lists of their subscribers regularly once every three months with the publisher and such lists are made available to the Bureau auditors, the circulation so distributed shall be set up in Paragraph 8 opposite the caption "Carrier Delivery by Independent Carriers Filing List with Publisher."

Circulation distributed by independent carriers not filing lists of subscribers with publisher, in accordance with paragraph (b) of this section, shall be set up in Paragraph 8 opposite the caption "Dealers and Carriers Not Filing Lists with Publisher."

It was decided that, beginning with next January, publications published in the United States and Canada, whose newsdealer circulation outside of those countries equals or exceeds 25 per cent of their total distribution, shall not be admitted to or retained in Bureau membership.

The board unanimously decided to exempt publications in the poultry field from breaking down their circulations by population groups and rural free-delivery routes.

### Death of W. J. Ferry

Wallace J. Ferry, president of the Ferry-Hanly Advertising Company, Inc., died at Kansas City, Mo., last week as a result of injuries received in an automobile accident. He was fifty-one years old. Mr. Ferry had started his advertising career doing spare-time work for advertisers while employed as a member of the editorial staff of the Kansas City *Star*, finally leaving the newspaper to start a partnership with Clarence P. Hanly.

# Magicians Make Noisy Protest at Camel Campaign

Fear Exposure of Tricks Will Ruin Their Business, but Reynolds Says It Will Cause Boom in Magic

If any of your friends are magicians don't offer them a Camel cigarette until you have cautiously inquired about their opinion of the current Camel advertising. Because many of the wand wielders and high priests of hocus-pocus are calling on the spirits to put a curse on the makers of this cigarette and all those who smoke it.

Specifically, the prestidigitators are tearing their hair because their closely guarded trade secrets are being revealed to the public. The exposures are of magical illusions, one of which is featured in each Camel advertisement. One of the latest tricks to be exposed is shooting through a woman. The illustration is reproduced here. A paragraph of text explains just how it is done. And it is that text that the magicians are protesting about.

They are writing and wiring to the R. J. Reynolds Tobacco Company at Winston-Salem and registering their complaint. Here is part of a typical letter:

"The Parent Assembly of the Society of American Magicians,

having a membership of approximately 900, earnestly protests against the exposure of magical secrets and effects in your current advertising of Camel cigarettes. Our society and others throughout the United States are deeply concerned over the advertising course taken by you and I can assure you that you will estrange thousands of your customers and their friends and the members of their families if you persist in continuing the advertising which exposes the so-called secrets of magic, which are the stock in trade and bread and butter of literally thousands of professional and amateur performers throughout the United States.

"We feel sure that you do not want to incur the ill-will against yourself and your product in this manner and can assure you that this will be the inevitable result of the continuation by you of the advertising now being so broadly exploited.

"We trust that you will give this matter immediate consideration and attention and telegraph us that the



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advertising campaign above referred to will be discontinued forthwith. *Bernard M. L. Ernst  
President.*

No one knows just how many magicians there are in the United States. John Mulholland, editor of the Society of American Magicians official publication, *The Sphinx*, tells PRINTERS' INK that there are 200,000 professionals and amateurs.

As a matter of fact, most of the complaints have come from amateur magicians and not from professionals. Many of the professionals see a big boom ahead for magic and the magic theater as a result of the present Camel campaign.

Mr. Mulholland is one of the leading objectors to the campaign among professionals. He believes that when the public knows how these tricks are performed, they won't want to pay to see them.

Joseph Dunninger, another well-known professional magician, sees in the campaign real benefit.

Already, the shops that sell magic tricks are reporting an increase in interest and business. The publishers of books on magic also are feeling the effects of the campaign. The publishers are co-operating with Reynolds by giving permission to refer to their books as the sources of the explanations.

Reynolds is not excited about the complaints. It does not feel that it is doing the magicians any harm and, therefore, does not feel that it owes them any apology. All of the letters and telegrams of complaint are being answered. Here is a typical reply:

"We appreciate your interest in presenting to us your views on the current series of Camel cigarette advertisements which explain magical illusions.

"Before undertaking this campaign, we considered very carefully its probable effect on magicians, both professional and amateur.

"We discussed the matter with a number of prominent professionals. Most of the professional magicians we consulted told us that in their judgment it would be the greatest thing ever done for magic and

would serve to awaken the dormant interest of the public in seeing magic performed. They said it would create not only millions of new spectators for seeing illusions performed, but also add to the army of amateurs.

"We concur in this opinion. We believe that this advertising will create a new fad for magic. This will benefit all classes interested in magic—professionals, amateurs, and makers of magical apparatus.

"As you know, there are many ways of performing each standard trick, such as the milk can escape, floating woman, woman sawed in half, etc. In our explanation, we tell only one way of doing the trick. If the tricks are performed by other methods, the public will be more mystified than ever.

"Thurston makes a practice of explaining tricks. He has been quoted as saying that this not only arouses the interest of the public, but when he performs the same trick with other apparatus, the audience is completely at a loss to see through it.

"Many of the illusions we are explaining have not been a part of the repertoire of professionals or amateurs for many years. You will see this as the series develops. In many instances, such as the milk can trick and floating lady, we have given explanations dating back fifty or more years and omitting descriptions of more modern apparatus.

"We are convinced that within six weeks the magicians of this country will realize that this campaign is the most beneficial piece of propaganda for them that has ever been undertaken.

"We regret very much that you think we are destroying interest in magic. We believe that very shortly you will see enough evidence to convince you that this campaign is worthy of your support."

In the meantime, the Camel campaign is being discussed among magicians. And the advertiser is pleased, because one of the principal objectives of the campaign is to get Camels and their advertising talked about.



## OF ALL WORLD BOATS... the **FASTESt!**

The rain lashed down upon the St. Clair River at Algonac, Michigan. But streaking through, writing an exclamation point across the whipped waves, Gar Wood piloted Miss America X to a record timing of 124.91 miles per hour—wresting the glory of being the fastest motorboat driver in the world from Kaye Don, England's superlative sportsman. It took 6400 Packard horsepower and happened on September 20, 1932, crowning Gar Wood king of kings among those who thrill at the benzol bark of water-speedsters.

## ANOTHER CHAMPION:

The Los Angeles Examiner. 1932 marked its supreme at delivering Purchasing Power to its advertisers, as well as greater circulation. In virtually all the classifications denoting *higher than usual solvency*, it was FIRST: Automotive, Jewelry, Radio, paid Amusements, Musical Instruments, Electric Refrigerators, Toiletries. First, too, in GENERAL DISPLAY. More people pay more money to read The Examiner, than to read any other newspaper in the West! PUT YOUR MESSAGE BEFORE THE MODERNS.

## LOS ANGELES EXAMINER

Represented Nationally by Rodney E. Boone Organization

San Francisco  
Chicago  
Seattle

New York  
Detroit  
Atlanta

Rochester  
Cleveland  
Los Angeles

## CHAMPIONSHIP METTLE!

*Pig'n Whistle, Coast wise candy shop, recently advertised a 5-pound package in The Examiner exclusively. They sold ELEVEN TONS!*

*Prudence Penny mentioned in her columns a few days ago, a new exterminator. And were her ears tired? 360 phone calls in one day; 150 of them by 11 a.m.!*

*The Mabelle Scott Rancho School for Girls, located in a beautiful orange grove near L. A., with swimming pool, riding horses, tennis courts, etc., tells us, through Mrs. Scott: "The Examiner did a great deal more for me during 1932 than any other newspaper."*

*Youngblood's opened a sixth market in Los Angeles recently, advertising the fact only in The Examiner. Thousands came; over 5,000 turkeys sold.*

*Bob "Bulb" Anderson sells bulbs to garden-lovers. He says the response to his Examiner ads is materially greater than to any other advertising he does, including other newspapers.*

... and so on, ad infinitum!

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# Inte

**E**very issue of Collier's is one side of a fight. A fight for the things that will contribute to the best interest of the people of the nation. And with the public's transition from frivolous to serious thought, the strength of Collier's has grown.

Today Collier's is read by the alert, active, young-minded people of this country, with an intensity of interest that has no equal among publications of large circulation.

Its editorials and articles are reprinted in newspapers, distributed through sales organizations,

*We believe that in Collier's a new leader has appeared among magazines—a leader, designated as such by a modern-minded American public.*

THE CROWELL PUBLISHING COMPANY

# nsity

become the subjects of conversations and the texts of sermons.

What appears in Collier's is the theme of American thinking.

Large advertisers who use Collier's are experiencing results that are far out of proportion to its two million circulation.

Collier's, alone, or as the key medium of a list of publications, provides the leadership in editorial influence that has always been the backbone of advertising success.

# Collier's

THE NATIONAL WEEKLY

## Shaving Cream Features "Cool" Moments in Sport

PRESS box stories by famous sports writers supply the theme for a new campaign for Ingram's Shaving Cream which begins this month in eight magazines. Critical moments in the history of sport, which demanded the "coolness" of an Ingram's shave, are reported again. Typical sport page cartoons are used as illustrations.

The initial advertisement in the series carries the headline, "When

**WHEN THE "BABE" WAS AS COOL AS AN INGRAM'S SHAVE**

Press Box Story By Bill Corum  
Sports Columnist N.Y. Journal

INGRAM'S SHAVING CREAM

the 'Babe' was as Cool as an Ingram's Shave" and future advertisements will carry a similar headline tying up with the "cool" copy slant.

Bill Corum, sports columnist of the New York *Evening Journal*, is the press box reporter of the Babe Ruth story.

"In my business a fellow has to keep cool," Mr. Corum's story starts off. "The customers may toss away their hats and pound the little woman between the shoulder blades when a challenger has the champion hanging on the ropes, but a sports writer must remember where he hit him—and with what!"

"So I prepare by using Ingram's Shaving Cream."

He then relates in the ingratia-

ting lingo of the sports world how Babe in the third game of the 1932 World Series with two strikes on him and the Chicago fans and bench riding him, demonstrated his coolness. "Up comes the ball. 'Hello, you old potato,' greets Babe and smacks the longest home run to center field ever seen at Wrigley Field."

Bill Corum's story is then followed by some of Bristol-Myers' own copy. Several humorous illustrations by Burris Jenkins—one of the Chicago players on the bench giving the Babe the raspberry and one of Babe pointing to where he intends to place the pellet with his next slam—enliven the page.

In the case of Mr. Corum the press box story has a testimonial flavor because it so happened that he is a user of Ingram's, but it is not the intention of the campaign to make these stories testimonial in nature. They were planned purely as reports written from recollection by famous sports writers. The reports, however, weave references to Ingram's into the text although not necessarily in a testimonial manner.

These press box stories are really comparable to editorial matter in a magazine, much as if the magazine had assigned the writers to tell their version of these historic sport incidents. The layout of the series itself tries as far as possible to get away from the appearance of an advertisement, an illustration of the tube and jar of Ingram's occupying only the bottom part of the page alongside a sample coupon.

With this "editorial" appeal together with the natural interest men will have in these little sports stories, Bristol-Myers believes it has a double-edged attraction to customers of its shaving cream, a masculine product.

### Regulator Account to Basford

The Watts Regulator Company, Lawrence, Mass., has appointed the G. M. Basford Company, New York, to direct its advertising account.

# Why Retail Store Demonstrations Often Prove Costly

Here Are Five Points a Manufacturer Should Have Clear Before He Spends Money on This Selling Method

By O. G. Carpenter

Stewart, Hanford & Frohman, Inc.

**D**ON'T be disappointed in the results of a store demonstration if it fails to turn out as you expected, for there are many angles to this type of selling which must be recognized to make it a success, as many experienced manufacturers will tell you.

Demonstrations generally do some good, but it's not always for the one who pays for them, which in most cases is the manufacturer. Let us take a typical case of manufacturer, demonstrator and retailer.

"If you will buy two gross of this new pen wiper, we will put in a demonstrator, a trained young man who will teach your clerks to sell the new improved pen wiper and will demonstrate it to your trade."

"That's fine," says the department store buyer. "Of course you will pay the salary of the demonstrator, say \$20 a week, and 2 per cent on all sales. That's the usual custom in the store."

The salesman for the New Improved Pen Wiper Company is tickled to death. When he reports the sale and demonstration idea to the home company, his boss is more than pleased. The demonstrator starts to work. If it's a large city department store, your demonstrator will go through the same entrance examinations as a regular clerk. He will be taught the rules and regulations of the store, he must come and go as a regular employee. All well and good—that's exactly as it should be.

Now let's see how the pen wiper demonstrator goes about his business. A customer enters the store and goes directly to the demonstrator.

"Where is the furniture department, young man?" asks the customer.

"Why, er, that is, uh!—just a minute," replies the demonstrator.

Five minutes spent in getting information about the furniture department and giving the information to the customer. Another customer approaches the demonstrator and wants some stationery supplies. Fifteen minutes spent in selling the merchandise. But no demonstration of the pen wiper.

Ah! here comes another customer. "Madam, may I show you the new improved pen wiper?" "What's that?" she says, short and quick. "I want to have this fountain pen repaired and I want it in a hurry."

"Madam, may I show you the new improved pen wiper? You can't soil your hands, it keeps your writing pens clean and actually—" but the customer is busy looking at the neat pile of envelopes that have been reduced from 25 cents a bundle to 12 cents. "I'll take two of these bundles," she says to our demonstrator.

## *Says the Demonstrator to Himself—*

Then the demonstrator gets a mental jolt. Here, says he to himself, I didn't come in here to be a clerk in this store. I came here to demonstrate pen wipers, and I'll bet the boss would be good and sore if he knew the money he was paying me was to sell merchandise for this store.

Well, let the boss be good and sore; he might as well make up his mind that a demonstrator will spend about three-quarters of his time waiting on people and giving information about the store, because that's what is going to happen. That is, unless the demonstrator is dressed in some kind of special uniform with a badge with the name "Demonstrator" three inches high pinned on his chest.

Don't get over-excited about a

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demonstration—a lot of things can happen to make it a flop. That's not saying many demonstrations in stores are not huge successes. But the wary manufacturer will have a pretty clear understanding with the store before he puts on a demonstrator unless he wants to run the risk of spending a pile of money with little returns.

Let's cite an instance of how one manufacturer staged a huge demonstration, at a considerable outlay of money, which sold hundreds of dollars' worth of merchandise—but not his merchandise. During the holiday season this manufacturer of a health machine managed to get at great expense three beautiful show girls from a popular Broadway musical comedy to act as demonstrators for the machines.

The demonstration was to last for one hour during the middle of the day. The event was advertised in all the leading afternoon papers the day before the demonstration. The advertising was paid for by the manufacturer. An hour and a half before the demonstration took place, the store was crowded with excited people. The health machines were to sell for \$5 and \$7.50 each. The store had ordered a dozen of each type of machine as it was to fill all other orders from the manufacturer's stock. Extra clerks were assigned to this special department where the machines were being sold.

Several weeks previous to this demonstration, however, this store had a price war with a competitor on a lower-priced health machine. The competitor evidently had won that particular battle, for the store had several hundred of the low-priced health machines on its hands. It wanted to get rid of those low-priced machines and here was the chance. The low-priced machines, which retailed at less than \$2, were scattered throughout the department. Each clerk was given a bonus or p.m. (pin money) for every one of the low-priced machines he sold.

The crowd began to pour in. Huge spotlights played on the three beautiful show girls as they demonstrated the \$5 health machines. A barker told of their won-

derful benefits. He evidently had a good sales line for the clerks cleaned out the store's stock of low-priced machines in less than an hour.

The demonstration was over. A quick check-up showed that a half-dozen of the higher-priced machines, the ones the demonstrator had spent hundreds of dollars to show off, had been sold. The damage was done, but not to the store.

"Clever merchandising," said the buyer. What the manufacturer said can't be printed here. He would perhaps have said more had he known just how many hundreds of those low-priced machines he was responsible in selling.

\* \* \*

Here are a few points a manufacturer should take into consideration before he spends money on a demonstration:

1. A clear understanding with the retailer that his demonstrator is not required to sell other merchandise.

2. A clear understanding that the retailer stock enough of the article to meet the demand of the demonstration, even if the manufacturer has to take back some stock at the end of the demonstration.

3. An agreement with the retailer that he will not push inferior or cheaper merchandise during the life of the demonstration.

4. An agreement that the retailer will stock a reasonable amount of merchandise after the demonstration.

5. An agreement with the retailer that he will allow the demonstration to continue after the demonstrator has sold whatever old stock, of the article demonstrated, the retailer has on hand.

This last point is important as some retailers are glad to get a demonstration simply to move some stock they have on hand and then refuse to allow the demonstration to continue.

#### Appoints Lewis-Waetjen

The American and Annex Hotels, and the Campho-Phenique Company, all of St. Louis, have appointed the Lewis-Waetjen Agency, Inc., New York, to direct their advertising accounts. The agency has opened branch offices in St. Louis and Boston.

# 50,000 Pens in Three Months

This Endless Chain Selling Company Is Looking for New Products and Plans to Advertise

WESTERN RESTAURANT  
LOS ANGELES, CALIF.

*Editor of PRINTERS' INK:*

As a subscriber to your magazine for many years, I am going to ask you for some information about an organization known as the Prosperity Sales Plan Corporation, 347 Fifth Avenue, New York. This outfit has a plan involving the sale of fountain pens on a profit-sharing basis which I understand is attracting the efforts of a large number of people, particularly unemployed persons.

Several of my friends have bought pens and are about to embark on the rosy road to wealth and what have you. I would like to know if you know anything about this outfit.

No, I am not personally planning to go into the pen-selling business. I have been selling advertising too long.

HARRY H. COMER,  
*Advertising Manager.*

THE Prosperity Sales Plan Corporation is probably the largest and most successful of all of the endless chain selling companies which have sprung up during the last few months. Its plan of operation was described in an article in the December 22, 1932, issue of *PRINTERS' INK* ("Prosperity via the Endless Chain Plan"), which discussed the many aspects of this scheme for getting people to become sellers as well as buyers.

The Prosperity company was organized in the middle of November by an energetic young man by the name of D. J. Randall, Jr., who, curiously enough, is an advertising man. Mr. Randall is the son of the head of a firm of newspaper advertising representatives in New York. He was made a member of his father's firm in 1925 and continues his association.

He and a few associates have built up an organization which employs some sixty-five people and which has sold nearly 50,000 pens. Mr. Randall attributes a great part of the success of his company to a carefully worked-out checking system which eliminates the possibility of confusion and errors. He says that most of the companies that have failed in the chain selling business have done so because of poor systems.

Before starting the Prosperity

Sales Plan Corporation, Mr. Randall took his idea around to a number of manufacturers trying to interest them in the idea. He wanted them to apply it to their businesses and distribute through their regular dealer organizations. In other words, the dealer would have an opportunity of starting a new chain every time he sold a pen, thus increasing his opportunity to make more profit other than his original and customary one. In addition, each person who bought a pen would be buying the right to start his own chain series and thus become eligible for commissions.

Mr. Randall looks upon the chain selling plan as being sound economically, as well as profitable. His company, he says, is selling about 2,000 pens a day and is now looking for new products.

He believes that his company is probably the best-managed of this type of business and that he has a valuable asset which is not being capitalized completely. He is working on an idea now to conduct an advertising campaign, probably with institutional copy featuring the honesty and background of the company. Details of the campaign have not been worked out as yet, but it is probable that copy will be placed in newspapers in those cities where it would seem to be most profitable.

*Everything from Stockings  
to Razor Blades*

The Prosperity company is probably the oldest chain selling company now in existence in this country. New ones are springing up constantly. The products sold include wallets, stockings, pencils, razor blades, golf balls, and almost anything else you can think of. The life of these companies is almost always very short.

But while they flourish they can do considerable harm to established manufacturers and their distribution systems. Yet a number of established manufacturers have

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been considering going into the chain selling distribution plan. While Mr. Randall is optimistic about the permanence of a well-conducted company operating along these lines, we have our doubts. There has been no evidence thus far to prove that this is anything but a temporary fad which will soon run its course.

As we see it, there are two basic weaknesses. First, there is a point of saturation which is quite quickly reached in most communities. The salesmen soon find that they must sell to each other. The second weakness is one of diminishing enthusiasm. As the chain spreads by geometrical progression, the enthusiasm diminishes.

Then, too, there is the important point that the plan may be illegal. The Post Office Department reports that it is investigating several companies, but it will probably be some time before any test cases will reach the courts.

C. R. Sheaffer, treasurer of the W. A. Sheaffer Pen Company, writes *PRINTERS' INK*:

"It would be my opinion that the public should buy its fountain pens from legitimate retail dealers. It would get more for its money than if it purchased under the chain plan, and would not be required to pay \$3 or \$4 and maybe \$5 for a \$1 product on which future service, apparently, will not be available.

"It goes without saying that we

sell our products only through the retail dealer—he is the best man for the manufacturer to sell through and the best for the consumer to buy from."

Sheaffer, as well as the other manufacturers of advertised pens, are patiently waiting for the tide to turn against the chain selling plan. In the meantime, some of them are telling their sales stories to the public with advertising. They are still selling pens and not, as the chain organizations do, selling an opportunity to make money.

"We have had several complaints from our dealers as well as inquiries as to the value of the fountain pens being sold in this manner," writes Frank D. Waterman, Jr., treasurer of the L. E. Waterman Company. "We know that the backers of one or two of these schemes tendered us orders for pens to sell at \$3 each, but the most they wished to pay was 50 cents per pen. Naturally, we refused to execute any such orders as we have always tried to protect the established retailer."

Mr. Waterman expressed surprise at the amount of publicity which the newspapers have been giving to this sort of selling scheme "which tends to hurt established manufacturers and retailers from whom the newspapers' advertising revenue is derived." — [Ed. *PRINTERS' INK*.]

### New Philip Morris Cigarette

Philip Morris & Company, Ltd., New York, manufacturer of Marlboro and other brands of cigarettes, is introducing in several Eastern cities a new cigarette selling at 15 cents a package of twenty. The new cigarette, known as an English blend, will be marketed under the name Philip Morris, which has heretofore been used only in connection with the company's higher-priced Turkish blends.

### Publish Detroit "Mirror"

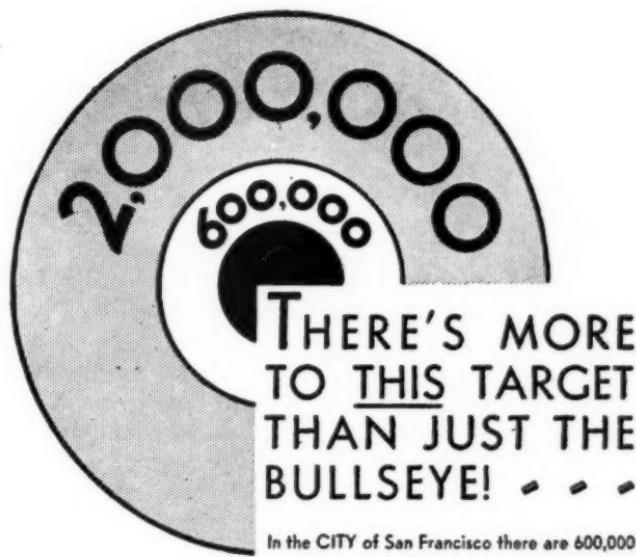
A new weekly publication has been started at Detroit under the name of the *Detroit Mirror*, published by former employees of the *Detroit Daily Mirror*, but having no connection with the former publishers. Ernest W. Rapalee is president and managing editor. F. Fisher is general manager and C. Upton Shreve is secretary and treasurer.

### Death of Theodore Watson

Theodore Watson, well-known San Francisco advertising man, died recently at that city. He had been with Foster & Kleiser, as well as a number of San Francisco advertising agencies. He was a charter member of the Pacific Association of Advertising Agencies and conducted courses in advertising and copy writing at the University of California, extension division.

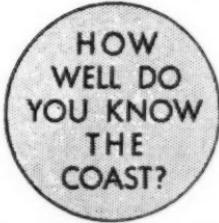
### Haskell Heads Alcohol Group

Glenn Haskell, first vice-president of the U. S. Industrial Alcohol Company, has been elected president of the Industrial Alcohol Institute, Inc. A. K. Hamilton, of the Pennsylvania Sugar Company, and R. H. Grim, of the American Commercial Alcohol Corporation, have been made vice-president and treasurer, respectively. Dr. Lewis H. Marks has been re-elected executive secretary.



In the CITY of San Francisco there are 600,000 people . . . beyond its boundaries, yet an inseparable part of its life, live ANOTHER 2,000,000. Without the business of this "Second Zone," manufacturers lose TWO-THIRDS of their profits . . . for this area spends over TWO DOLLARS for every dollar the city spends.

The Examiner, having the largest circulation of any newspaper in Northern California, naturally exerts a tremendous influence over the buying tendencies of these dollars—both in the city and in the "Second Zone."



That is why advertisers should head their lists with the San Francisco Examiner. It is the STRONGEST FOUNDATION for any campaign, whether used alone or as a base in combination with the local newspapers in the "Second Zone."

# SAN FRANCISCO EXAMINER

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

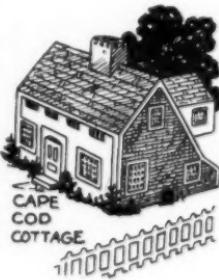
# *Beautiful Cape Cod*



HERE in the wide world is there a land more blessed than Cape Cod and "The Islands," as Nantucket and Martha's Vineyard are familiarly known?

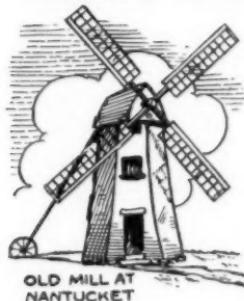
From the waters come abundance of fish, including shell-fish unsurpassed in quantity and quality; small farms yield food for ready market and for a large poultry and canning industry; a resort population of many thousands in season adds to the income and wealth of this section; even the "bogs" yield the cranberry in quantity and of finest quality.

Here 50,000 persons regularly live, many the direct descendants of those who rocked the nation's cradle. Here live the Mashpee Indians, direct descendants of the Wampanoags, defeated nearby in King Philip's War in 1676. For the charm of "The Cape" has held captive the Indian as it has all others who fell under its spell.



Even the Gulf Stream has seemed to conspire with nature to favor "The Cape," for year by year it has come closer to these shores to make the climate more equable and serene.

# *and "Islands"*



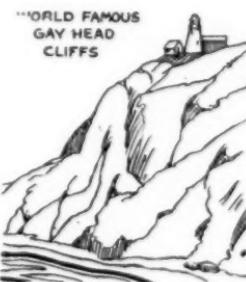
OLD MILL AT NANTUCKET

including Cape Cod, Martha's Vineyard and Nantucket, "The Islands" read the Standard-Times, Mercury. In Barnstable Village, county seat of Barnstable County, in the very heart of Cape Cod, seven out of every eight families take the Standard-Times.

*Eighty-four per cent of all the families in the 203,566 territory of New Bedford, Massachusetts' FOURTH market, read the Standard-Times, Mercury.*

## New Bedford is the Gateway to Cape Cod and "The Islands"

The Standard-Times, Morning Mercury is the favorite paper of this favored people. Seven out of every ten families from New Bedford to Provincetown,

"OLD FAMOUS  
GAY HEAD  
CLIFFS

**Combined 45,441 Net  
Daily Paid**

*A Buy at 14 cents—MUST be included in any Massachusetts list.*

## The Standard-Times MORNING MERCURY

BASIL BREWER, Publisher

"Covers New Bedford, Cape Cod, Martha's Vineyard and Nantucket Islands like a friendly blanket."

Representatives: GILMAN, NICOLL & RUTHMAN  
New York Chicago Boston Detroit San Francisco

Seattle

# Mr. Patman Does Things to the Trade Commission

An Extract from "The Congressional Record" Showing How Easy It Is to Save a Million

**Subject:** The Federal Trade Commission.

**Scene:** Committee room of the House Appropriations Committee.

**Witness:** Wright Patman, Congressman from Texas.

**Source of material:** *The Congressional Record.*

*Mr. Woodrum:* Mr. Patman, we will be glad to hear you at this time.

*Mr. Patman:* The Federal Trade Commission has commenced a procedure that is in violation of the law creating the commission. It should be abolished entirely. They have set themselves up as a board, claiming to be experts even in such things as bust developments, wrinkle and wart removers, pile cures, the treatment of stomach and bowel disorders, and so forth. It extends even to fortune tellers. They claim to be experts on all of those things.

*Mr. Hastings:* Now, do you want to put into this record, very briefly, some proof in support of that?

*Mr. Patman:* I will be very glad to do that, or disclose it on the floor of the House when the bill is considered. I want to say that the Federal Trade Commission is also duplicating the work that has been done by the Solicitor's office of the Post Office Department.

It is the duty of the Solicitor of the Post Office Department to prosecute those who are using the United States mails to defraud, but a large part of the work that is done by the Federal Trade Commission today is exactly the same work that is being done by the Post Office Department.

There you have two bureaus doing identically the same thing, one working against the other, and oftentimes not getting results because one gums up the cards for the other. The Federal Trade Commission has even gone so far as to try to create a commission within a commission to pass upon the mail

fraud cases. They call it fraudulent advertising. They have appointed three lawyers down there, providing them with staffs of stenographers and secretaries. Your bill provides an appropriation of \$27,000 just for that thing, besides the extra expenses that will be necessary.

*Mr. Woodrum:* As I understand it, the Federal Trade Commission claims to be charged under the law with investigations or with initiating investigations of their own, whereas the Post Office Department only takes cognizance of complaints made to it.

*Mr. Patman:* Yes; and the Post Office Department, I am informed, has a 100 per cent record with the courts, whereas the Federal Trade Commission, out of twelve cases that they had up last year before the higher courts, lost eleven. Out of twelve cases, they lost eleven. Every time the Supreme Court gets a chance at the Federal Trade Commission, it raps it. It has done everything in the power of the court to destroy it, because they know they are not carrying out the intent of the act creating it. The Supreme Court has done what its duty requires it to do. It has tried its best to point out to Congress and the country that they think the Federal Trade Commission is a nuisance. It is absolutely a nuisance. It is not only not doing anything worth while for itself, but it is going around snooping into the business of other boards and commissions.

## Forty Volumes of Testimony

I have here the utility hearings. Without discussing on its merits this proposal to investigate the utilities, there are here forty volumes of testimony that was taken. The investigation commenced in 1929. The resolution authorizing this investigation was passed in 1929. Four long years have been

spent, and I do not know how much money, on this investigation, and today the report of the commission is not worth the paper that the report is made on. Why is that? It is because nobody will read that report. The statute of limitations has long since run against any violations of law that have been committed in that respect, and, therefore, of what use will the report be? The Insull bubble burst long before the Federal Trade Commission ever did anything. If grand juries functioned like the Federal Trade Commission does, I do not know how many grand juries it would take in every county in the United States to carry out the business of the people. They do not operate their business in an efficient way, but they are absolutely wasting the taxpayers' money.

#### *Suggests No Appropriation*

*Mr. Boylan:* What is your remedy for that condition?

*Mr. Patman:* My remedy is to absolutely cut out the appropriation for the Federal Trade Commission. Now, if you do not delete it entirely, leave just enough in there to hold the office down, or to provide caretakers for the office in order that some disposition may be made of it at the special session. I would not appropriate one cent on earth for a board that has gone outside of the scope of its authority in such a reckless and careless manner as this commission has.

*Mr. Hastings:* Do those hearings that you have before you there covering, perhaps, ten or fifteen thousand pages of testimony, show any investigation of current practices?

*Mr. Patman:* They are old, stale, and out of date.

*Mr. Hastings:* They are all old?

*Mr. Patman:* They are all old.

*Mr. Hastings:* There is none current?

*Mr. Patman:* No. Now, while I am intensely interested in this matter, I have quit reading these hearings. It is useless to read them. I kept up with the work of the commission for a while, made suggestions to them, and co-operated with them, but I found that they were just dilly-dallying around, wasting

public funds. It was repulsive to think that the money of the American people should be spent in such a wasteful, extravagant, and careless manner as that commission was spending it.

*Mr. Boylan:* What concrete suggestion do you have to make with reference to the functions of that commission, or the supposed functions of the commission?

*Mr. Patman:* The supposed function of that commission was a very good one, but they have been diverted from the functions, as disclosed by the messages of President Wilson and as were disclosed by the hearings on the bill creating the commission and also as disclosed by the debates in the House. They have left their chartered course and have gone out trying to do something they want to do themselves.

*Mr. Boylan:* Have you prepared a digest of your findings as a result of your study?

*Mr. Patman:* Yes, I have made a study. This commission is not only handling work that belongs to the Post Office Department but most of the work that they do outside of that consists in handling controversies among private companies and individuals.

Now, as to these Federal Trade Commission trade practices conferences, they do not hold them at the request of the public. They do not hold them because of violations of the law and in an effort to protect the public, but they get them together to agree that they will be good and eliminate violations of the law. They hold those conferences because of individual controversies. They hold them because individual controversies demand that they hold them. In other words, they are working for individuals and corporations, and not for the public.

#### *What Wilson Thought*

Now, gentlemen, if you could give it the serious thought and consideration that I know you would like to give it, I do not believe that you would appropriate a dollar for the Federal Trade Commission. I do not know what President-elect Roosevelt's policy may be, but if he believes like Woodrow Wilson be-

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lieved when this act was passed, he will certainly change the policy of the Federal Trade Commission, and put it back to its true original function or intent. Whenever you do that, you can discharge about nine-tenths of the employees working down there.

*Mr. Boylan:* I would like to have a copy of that digest you have prepared.

*Mr. Patman:* I have even gone back and searched *The Congressional Record* and the hearings on the bill creating the commission, as well as the messages of President

Wilson. I know that it was not the intent that the Federal Trade Commission should do what they are doing now.

[EDITORIAL NOTE: Mr. Patman's straightforward remarks seem to have had a healthy effect upon the Appropriations Committee. For the Commission—unless it is abolished in the meantime—will have to worry along during the fiscal year ending June 30, 1934, with \$510,000. This is a reduction of \$986,500 under the 1933 appropriation and \$599,550 below the budget estimate for 1934.]

\* \* \*

## Brakes for the Trade Commission

ON January 20, the Supreme Court of the United States heard arguments in a case involving the Federal Trade Commission that may have a vital effect on future activities of that body.

The case is known as Federal Trade Commission vs. Royal Milling Co., *et al.*, No. 393. It had its origin in a "cease-and-desist" order issued by the Commission.

This order required six respondents, including Royal Milling, to refrain from selling flour under trade names which include the words "milling company" or any other phraseology that would give the impression that the companies are manufacturers of flour. It was the Commission's contention that, since the companies do not do their own manufacturing, a phrase like "milling company" is a misrepresentation, that it deceives the public and constitutes unfair competition.

The six companies appealed to the Circuit Court of Appeals. They claimed that the proceeding was not in the public interest, as defined in section five of the Federal Trade Commission Act. They insisted that the product was of excellent quality, that the public was not being injured in any manner and that their acts did not constitute unfair competition. The Circuit

Court upheld their claims and ruled that the "cease-and-desist" order was invalid.

It is this decision that the Government asked the Supreme Court to review. The big point involved is what constitutes public interest under the Federal Trade Commission Act.

The six companies maintain that, since price and quality are at least the same as that offered by competitors, the public is not, and cannot be injured. They say that, since no financial or physical danger to the public is involved, and since nothing approaching a monopoly is threatened, the Commission had no power to issue its "cease-and-desist" order. They also point out that all six companies have been operating as "mills" and "milling companies" for twenty and thirty years.

If the Supreme Court rules on what constitutes "public interest," the Trade Commission may be vitally affected. This is a point that has never been thoroughly clarified and, since the Commission's activities center around its construction of that phrase, a narrow definition of it by the Supreme Court may act as an effective brake on some of the forages of the Commission.

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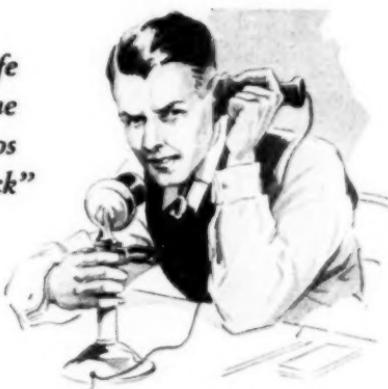
### Appointed by NBC

T. G. Sabin has been appointed Eastern service manager of the National Broadcasting Company, Inc.

### Kilroe Leaves Gillette

Thomas F. Kilroe has resigned as a member of the Eastern sales staff of the Gillette Publishing Company, Chicago.

*"Save my life  
and give me  
those electros  
by 5 o'clock"*



## Many of our best customers get started with us in just this way

RAPID is geared to the speed of modern industry. When production departments yell, "hurry!" Rapid produces electros instead of alibis.

We are proud of the fact that we can produce better electros sooner. It's one of the reasons why the country's largest concerns turn the electrotyping and shipping of huge campaigns over to us. They come to us for speed. They stay with us for quality.

But we also serve proudly many smaller concerns who, whether they want a single electro or a hundred, receive the attention that one always gives to a *valued* patron.

Naturally, the fact that Rapid is the world's largest electrotyping organization goes a long way to explain Rapid's facilities for extraordinary service.

### Ready soon . . . WINGS TO WORDS

A complete treatise covering electrotyping in all its phases; beautifully printed and profusely illustrated. An outstanding book, an indispensable aid, sent free to advertisers, agency executives, production managers and printers.

LIMITED EDITION . . . A copy will be reserved for you on receipt of request on your letterhead addressed to Dept. C.

# The **RAPID** Electrotypes Co.

*The Largest Plate Makers in the World*

W. H. KAUFMANN, President

CINCINNATI

Branch Offices . . . NEW YORK • CHICAGO • PHILADELPHIA

Feb. 2, 1933

# Door by Door . . . the from Boston to

An Introduction to NEWS-WEEK—  
Vol. 1—No. 1 out February 17, 1933

Ten years ago, the first news-magazine presented its striking and original pages to a skeptical world. It succeeded because it filled a human need, and filled it brilliantly. The era of the weekly news-magazine began.

NEWS-WEEK is the name of the newcomer to this field. Volume 1, Number 1, will be published February 17, 1933, but the real birth of this magazine covers a several-year period in which its makers checked and rechecked their opportunity among thousands of intelligent men and women throughout the country.

When you read the first issue of NEWS-WEEK, you will read a magazine that, literally, has been fashioned from a door-to-door knowledge of what a liberal cross-section of news-readers want today's news-magazine to be.

### This is NEWS-WEEK

NEWS-WEEK makes quickly intelligible the vast, colorful, and bewildering drama of human affairs. It marshals facts against

their background, throws revealing light into obscure situations—helps you understand the news.

NEWS-WEEK presents news sincerely, in simple unaffected English.

NEWS-WEEK is respectful where respect is due, ever retaining a correct attitude toward matters involving taste and ethics.

NEWS-WEEK is alert and alive to humor, but not at the expense of perspective.

NEWS-WEEK is abundantly illustrated with news-photographs to give the swift-paced text an arresting "news-reel" background.

From cover to cover, NEWS-WEEK is today with enough of yesterday to fit it to your thinking for tomorrow. A thoroughly different news-magazine—geared to present-day needs in weekly news-presentation: *brief, accurate, thorough, sincere.*

For complete information write Edward L. Rea, Advertising Director, Rockefeller Center—1270 Sixth Avenue—New York.

# NEWS - WEEK

FIRST PRINT ORDER IN EXCESS OF 70,000

Feb. 2, 1933

PRINTERS' INK

# • they voted "YES" on to the Coast

## NEWS-WEEK



### NEWS-WEEK'S Leading Departments

THE FRONT PAGE, first news first. The NEWS-WEEK at Home, the week's significant national news. The NEWS-WEEK Abroad, foreign news reported and explained. The NEWS-WEEK in Business, NEWS-WEEK'S own reporters, supplemented by information from all important business sources. Ten other departments.

Feb. 2, 1933

# Conservative Coverage

In these days of scrutinized figures and checked and rechecked circulations, the advertiser who is considering the

**YORK COUNTY,  
(PA.) MARKET**

Can look with confidence to that conservative of the conservatives—in "bought and paid for," trade-area-limited circulation and conserved reader confidence through censored advertising—the

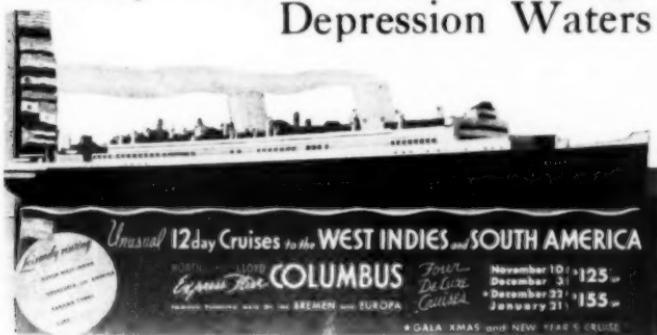
YORK, PA.  
GAZETTE AND DAILY

#### **Further details from**

**HOWLAND & HOWLAND, Inc.**  
**National Representative**

New York Chicago  
393 Seventh Ave. 360 N. Michigan Ave.

# Luxury Product Steams Through Depression Waters



As Told to Don Gridley by  
**Ralph Dellevie**

President, The National Tours

A CRUISE is a commodity and the marketing problems it presents are in many ways similar to those presented by any commodity.

To be sure there is a glamour about a cruise which is lacking in many commodities, but this glamour is a sales point just as convenience may be a sales point for another type of product. It is because of this that we have used tested advertising principles in pushing the more than sixty cruises that we have conducted in the last four years.

Our first cruise was over the Easter period of 1929. This was followed by the "Cruise to Nowhere" during the summer of the same year. The idea developed out of two conditions.

The first was the physical fact that transatlantic liners usually lay over in port in New York for periods varying from three days to a week or more.

The second was found in the desire of almost everybody to make a trip on a transatlantic liner although a great many people cannot afford the time or the money necessary to make a European trip.

I felt that a short cruise, at a reasonable price, could be created out of the time that liners were wasting during their turn-around and would appeal to a large section of the vacationing public.

Today we are running not only short three- and four-day summer cruises, but are also conducting some that last from two weeks up to thirty days. Next summer we are running the first cruise to Europe—that is, a thirty-two-day trip at a minimum price of \$298, during which we apply the same principles as we do to our West Indian cruises.

It may be interesting to describe some of the merchandising principles that our four years of experience have taught us.

Just as a manufacturer has to keep continually on the lookout to improve his product and to vary his sales appeal, so is it necessary for us to do the same thing. Our original cruise was something new and as such had originality and distinctiveness. Naturally there is no copyrighting of an idea like this.

That put it squarely up to us to vary our appeal. Therefore, we inaugurated our Canadian North Cape cruises. This year we are conducting our eighteen-port cruises in which we touch at more ports than any West Indian cruise has ever touched within the period allotted. Our European trip of next summer will be a new product in the cruise business.

Furthermore, we have found out the necessity of uncovering the proper sales appeal. In the begin-

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ning we talked almost entirely of the pleasure idea and the entertainment features. We found that we were losing a certain section of the traveling public who believed that what they wanted in an ocean voyage was rest.

Therefore, although we still play up the pleasure idea, in much of our sales literature we put emphasis on the fact that repose is possible and in all of our booklets we play up the restfulness angle.

Of course, we have found it essential to use advertising and are great believers in large newspaper space. We were one of the first cruise advertisers to use full-page newspaper space and have been consistent users of large space ever since.

In cruise advertising there is an excellent opportunity for showmanship and we use it in every way possible. Large headlines, large type, emphasis on price, limited copy, copy full of simple, direct and enthusiastic statements, plenty of pictures; these are some of the ingredients that we try to get in every advertisement.

Every advertisement contains a coupon in which we offer a free book. One of the things we always include in the coupon is space for the name and address of a friend as well as for the name and address of the person sending the coupon.

We have found that a remarkably high percentage of our coupons come in with friends' names. In this way we are continually expanding our mailing list. Almost never do we get a friend's name when a person does not use the coupon but answers by letter.

We have received answers as high as sixty let-

ters in response to a single advertisement and not one of the sixty has carried any name but that of the person sending the letter. On the other hand, from a group of sixty coupons we would expect at least six or seven names of friends.

I am a strong believer in personalizing all of our advertising. Every newspaper advertisement of any size that we use carries my picture and my signature. Most of our advertisements carry personalized headlines such as, "My eighteen-port cruise," "I want you with me," or "My 1933 cruise sensation." I believe that this type of advertising builds a definite personality and makes the prospect feel that the head of the company is taking a direct interest in its operation.

I go on a number of cruises myself and found that if we send out a letter signed by me saying that I expect to be on the cruise, we can count on some twenty to forty extra bookings, depending upon the size of the cruise.

*This Full-Page Newspaper Advertisement on the "18 Port Cruise" Appeared in January*

Our newspaper advertising is designed to attract attention and create enough interest so that the prospect will make an inquiry. Therefore we keep the copy to a minimum and emphasize only the highlights of our various cruises. We have featured as many as four different cruises in a single advertisement, but the things we emphasize most are price, points visited, ship, entertainment features, length.

The rest of the selling job we leave to our booklets.

These, in addition to the invitation to buy, are really samples of the commodity we have to sell. As a rule for each type of cruise we develop two booklets, a large one and a much smaller one which can be used as an envelope stuffer or for quick counter distribution in the travel agency.

Inasmuch as our booklets are sample sheets, we show pictures—lots of them. We make them as large as possible. One of our recent booklets consisted of full-page pictures in which the type was either stripped across the surface of the picture or inserted in boxes.

I have laid down a rule that in none of our large books is a type smaller than fourteen point to be used. I want a type that can be read easily by the man who normally wears glasses without using those glasses.

More and more are we depending upon the pictures to tell our story. I believe that travel advertising particularly has laid too much stress on trying to create the lure of travel by means of words rather than pictures. You can use all the words you want and find that people have really said them to themselves already. It is the picture that gives the hook.

In our sampling we have three types of samples to show. First are the ports of call; second, the steamship and its personnel, and third, the entertainment.

The first emphasis, of course, is placed upon the ports of call. Entertainment and steamships are tied in together nicely to take second place.

In backing up our samples with copy we make it as short and snappy as possible. We don't go in

much for emphasizing the old chestnut about the educational advantages of travel. We do, however, use methods of showmanship to tell people what they will see.

For instance, in our eighteen-port cruise booklet we say, "Visit the island where wild monkeys roam—go where oysters grow on trees—anchor in the crater of a volcano—roam where fishes sing and crabs climb trees—see the city submerged in the sea—" and so on.

We try to make our covers unusual and distinctive. For instance, last summer one of the covers had a dial which could be turned to various points on the cover and then through holes cut in the center of the dial the prospect could read about the cruise to which the indicator was pointing. For our *Columbus* cruises we have a die-cut picture of the *Columbus* across the cover. Our eighteen-port book was drawn to look like the cover of a commercial book. The envelope booklet on this cruise had a die-cut "18" on the front cover.

#### *Co-operating with the Agents*

We have more than 1,000 agents in all parts of the country, and we co-operate with them in every way possible. They are given liberal supplies of our sales literature, are notified when our newspaper advertising is going to appear and frequently are sent sample advertisements.

It seems to me that our experience over the last four years has demonstrated that there is still plenty of place for good old-fashioned human interest and showmanship in advertising. We've wasted very little space in trying to do an institutional job. We tell what our merchandise is, how much it costs and why it is superior to other similar merchandise. We know definitely that the larger the space the greater the returns and by following these principles have been able to build a satisfactory volume of business for a specialized commodity—and a luxury commodity at that—during a time when many manufacturers of necessity commodities have had to retrench seriously.

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# WHY TOWER LINEAGE GAINED



# MAGAZINES' FOOD 38% IN 1932 . . .



### **1. 100% Voluntary Circulation**

Tower Magazines are purchased only after women examine a copy of NEW MOVIE, MYSTERY, LOVE or HOME from cover to cover, making certain that it satisfies individual reading interests. No boy sales, premiums, installment subscriptions.

### **2. New Editorial Presentation**

Famous authors . . . a livelier tempo . . . more glamour, romance, sentiment . . . to reach the former inadequately covered middle-income group—the steady volume market for all merchandise.

### **3. Young Housewife Readership**

Tower's 74% housewife readership responds to food news! As indicated by increased food lineage, and in response to food articles, over 39,000 letters enclosing money, were received Jan.-June, 1932.

### **4. 1,268 Tested Key Markets**

82% of all retail grocers and 65% of all independent grocers are located in the 1,268 tested high profit markets where Tower circulation is concentrated.

Voluntarily purchased magazines . . . appealing to middle income group housewives (Tower average is \$2,519) . . . are most potent for selling food. 1932 ended with a 38% food lineage gain! 1933 starts with 33% increase for the first quarter!

**Tower magazines, inc.**

55 FIFTH AVENUE • • NEW YORK, N. Y.

918 No. Michigan Ave. . . . . . Chicago  
7046 Hollywood Blvd. . . . . . Hollywood

## More Beer News

Developments Show PRINTERS' INK was Right in Its Talk about Advertising Restrictions

**I**N its July 7 issue of 1932, PRINTERS' INK gave its estimate of the amount of beer advertising which might appear during the first year that the Volstead Act was liberalized. It also pointed out later the possibilities of jokers in various bills which would prevent advertising. It showed that one of the big reasons for modification—the stimulation of business by a change in the Volstead Act—could be severely hurt by advertising restrictions.

At first it seemed to many as though a mere change in the act making a brew legal would solve all advertising difficulties, but it wasn't as simple as that. PRINTERS' INK, which has kept in close touch with developments both in Washington and with the experience of manufacturers who ran up against similar difficulties in Canada when some of the Provinces were dry and others wet, is now finding its previous warnings more than justified.

The remarks of Mr. Victor of the Anti-Saloon League, quoted in last week's issue, the anti-advertising amendment tacked on to the Collier Bill by the Senate committee, and other recent developments make it apparent that a complete investigation of the subject should be made immediately.

Several Representatives in Congress have expressed their intention to fight against advertising restrictions. Representative Erk (Rep. Pa.) on January 28 announced his intention of offering a provision in the beer bill "for removal of restrictions against newspaper advertising."

This and other developments prove there are certainly restrictions in the situation now, other information to the contrary notwithstanding.

The National Publishers' Association, in its bulletin of January 19, correcting its Bulletin No. 507, dated January 9, says:

"Our previous bulletin was based

entirely upon the Federal law. We now find, however, that the Post Office Department did not fully quote this section of the Federal law, omitting the following (which follows the quotation in our bulletin), although it is a part of the same paragraph: . . . 'at which it is by the law in force in the State or Territory or the District of Columbia at that time unlawful to advertise or solicit orders for such liquors, or any of them, respectively.'

"In order to make this entirely clear, we are reproducing herewith the entire Section 341, title 18, of the United States Code:

"No letter, postal card, circular, newspaper, pamphlet, or publication of any kind containing any advertisement of spirituous, vinous, malted, fermented, or other intoxicating liquors of any kind, or containing a solicitation of an order or orders for said liquors, or any of them, shall be deposited in or carried by the mails of the United States, or be delivered by any postmaster or letter carrier, when addressed or directed to any person, firm, corporation, or association, or other addressee, at any place or point in any State or Territory of the United States, or the District of Columbia, at which it is by the law in force in the State or Territory or the District of Columbia at that time unlawful to advertise or solicit orders for such liquors, or any of them, respectively."

### *The Penalty Carried by This Law*

"If the publisher of any newspaper or other publication or the agent of such publisher, or if any dealer in such liquors or his agent, shall knowingly deposit or cause to be deposited, or shall knowingly send or cause to be sent, anything to be conveyed or delivered by mail in violation of the provisions of this section, or shall knowingly deliver or cause to be delivered by mail anything herein forbidden to

be carried by mail, he shall be fined not more than \$1,000 or imprisoned not more than six months, or both; and for any subsequent offense shall be imprisoned not more than one year.

"Any person violating any provision of this section may be tried and punished, either in the district in which the unlawful matter or publication was mailed or to which it was carried by mail for delivery, according to direction thereon, or in which it was caused to be delivered by mail to the person to whom it was addressed. The Postmaster General is hereby authorized and directed to make public from time to time in suitable bulletins or public notices the names of States in which it is unlawful to advertise or solicit orders for such liquors."

"From this it is very evident that although a change in the Volstead Act may legalize beverages of 3.2 or 3.05 per cent alcoholic content, it would still be impossible for publishers to send any copies of their publications through the United States mails into States whose laws forbid the advertising of liquors of such alcoholic content, unless this section of the United States Code is modified so as to eliminate the portion referring to individual State laws.

#### Affects Only Mail Distribution

"The law referred to above does not have any effect upon other forms of interstate movement of periodicals or newspapers for other kinds of distribution than by United States mail, and therefore it would still be possible, without any modification of any law, for newsstand copies containing advertisements of alcoholic beverages to be shipped by freight or express into such States and then distributed by other means, such as newsstand or boy sales.

"This, of course, raises a very serious problem for periodical and newspaper publishers, because it will undoubtedly be impractical to have a separate edition for the mail copies destined for States that may remain dry after the adoption of

any modification of these laws. And if it will be impossible for Congress to curtail radio advertising, it will place magazines and newspapers at a distinct disadvantage in this field.

"Another section of the United States Code, Section 29, title 27, carries a provision prohibiting the advertising of liquor 'by any means or method,' but carries the following unusual proviso: '*Provided, however,* that nothing in this chapter shall apply to newspapers published in foreign countries when mailed to this country.'

#### Another Discriminatory Feature

"This would create another discriminatory feature, which would permit Canadian and other foreign newspapers to circulate in dry States by the use of the United States mails, and at the same time deny this privilege to United States publishers.

"We are calling this to your attention to correct the erroneous impression left by our Bulletin No. 507 of January 9."

Thus it is fully evident that in spite of reassuring suggestions, statements that restrictions on beer advertising are unreasonable assumptions, there is a serious and real problem to be faced by publishers and owners of other advertising mediums circulating across State lines who have been looking forward to beer advertising as a new source of revenue. Already there are signs that there will be strong opposition to the advertising restriction now in the Collier Beer Bill, when it comes to the House. It is also probable that hearings will be held on the matter in which the opinions and views of many divergent interests will be asked for and investigated.

If the legalization of a mild brew is designed to increase Government revenue and stimulate business then certainly crippling restrictions upon the sales and advertising of such a legal product should be swept out of the picture before some bill is passed which will lead to all sorts of later complications and troubles for publishers, manufacturers and advertising agencies.

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# NEW ENGLAND'S *blue ribbon paper of 1932*

WHY did the Boston *American* gain 128,333 lines in retail display during the toughest year in history? Because the world's most hard-boiled space buyers, the retail stores, know the extra pulling power of the *American*, know it pays to use the *American*, know that the *American* sells more goods.





December, when total paid advertising dropped off 21.8%\* nationally over 1931, the *American* was the only Boston paper to gain! The reason—proven results!

The *American* is a home paper, with 83,000 more readers than any other evening newspaper in New England. More readers with extra buying power—whatever product you have to sell! Reach them through the *American*—first on every carefully planned Boston schedule.

\* Media Record's figures for 52 key cities.

**BOSTON AMERICAN**  
NEW ENGLAND'S GREATEST  
EVENING NEWSPAPER

National Representatives: RODNEY E. BOONE ORGANIZATION

# 30 Years with One Account

ATLANTIC COAST LINE RAILROAD  
COMPANY

WILMINGTON, N. C.

*Editor of PRINTERS' INK:*

I have just read your January 5 issue, and was very much interested in the great record of Mr. Emmett as long-time account executive of the Liggett & Myers Tobacco Co.

This is to give you the record of that splendid gentleman and able advertising man, Geo. E. Barton, president of the Amsterdam Agency, Inc.

Mr. Barton has handled the At-

lantic Coast Line Railroad's account for more than thirty years, with increasing satisfaction to us. He was given the account in 1902 (I think) by the late Horace Emerson, passenger traffic manager, and has served without a misstep every year since.

I know you follow advertising closely. Therefore, you probably have noted the outstanding excellence of our current season campaign covering Florida-Cuba-South.

O. F. COOPER,  
*Advertising Agent.*

\* \* \*

## Form Mayonnaise Institute

The Mayonnaise Institute came into being at the recent annual convention of the Mayonnaise Manufacturers Association at Chicago last week. Its purpose is to conduct research and educational work.

A new and unified program for the promotion of constructive trade practices was also formally adopted at the meeting. The country will be divided into logical geographical market areas and trade conferences will be held in each area to promote greater confidence among manufacturers and between manufacturers and distributors. W. F. L. Tuttle, executive vice-president, will supervise this activity.

R. J. Dustman, formerly with Erwin, Wasey & Company, New York, has been named director of consumer service of the Mayonnaise Institute. Miss Mary Griffin will be director of home economics.

## Appointed by "Sky Lines"

*Sky Line*, Chicago, has made the following appointments: George A. Townsend, Western manager; James A. Ward, Mid-Western manager, and Fred J. Ross, special representative, all at Chicago; Hayes Cone, Los Angeles, special representative for the Pacific Coast, and Oliver Presbrey, Eastern manager at New York.

Mr. Townsend, formerly with the *Scientific American*, more recently was secretary and general sales manager of the General Airplane Corporation, Buffalo, N. Y. Mr. Ward was formerly with Robert E. Ward, Inc., publishers' representative.

## Tomlinson, President, National Biscuit

R. E. Tomlinson, chairman of the board of the National Biscuit Company, has been made president also, succeeding Frank C. Lowry, who becomes vice-president. Mr. Tomlinson was president of the company before being made chairman of the board three years ago.

## Printing Exhibit Planned

Advertising folders and booklets, fine broadsides, labels and containers from the outstanding printers of Europe and America are being gathered together by The Lakeside Press, Chicago, to form an International Exhibition of Superlatively Fine Contemporary Printing. The display will be held in conjunction with the Century of Progress exposition at that city and will open early in May and continue to November. The exhibition, which will be on view at the Lakeside Press Galleries, will also include examples of fine books, calendars, letterheads and stationery forms, magazines and publications, menu cards and wine lists, and various business report forms and statements.

## Death of Ivan B. Nordhem

Ivan B. Nordhem died last week at New York, aged fifty-eight. He was head of his own advertising agency which, started as a general agency, was later changed to specialize in outdoor advertising.

Mr. Nordhem, in 1921, organized the Quality Bakers of America, later forming a merger which resulted in the Liberty Baking Company. He resigned last year as executive secretary of the association and chairman of the board of the Liberty company, engaging in business for himself as a merchandising consultant.

## N. G. Shidle Leaves Chilton

Norman G. Shidle has resigned as directing editor of the Chilton Company, Philadelphia, publisher of automotive business papers, to become executive editor of the *Journal of the Society of Automotive Engineers*, New York. He will also become automotive editor of *Forbes*. In addition Mr. Shidle will function as merchandising and editorial consultant. He joined *Automotive Industries* in 1919, later becoming editor and, subsequently, directing editor of all Chilton publications.

# Buyer's Side of Briefcase Story

Salesman Should Take His Samples and Data Right Along with Him,  
This Sales Manager Thinks

By E. J. Murphy

Branch Manager, Dictaphone Sales Corporation

THE article by W. B. Edwards, "Should Salesmen Carry Briefcases on First Call?" in PRINTERS' INK for December 22, 1932, seems to me so one-sided that it looks like someone was trying to get an alibi for his own vanity.

All of these arguments seem to be put up by sales managers. Suppose you have someone reverse that order and contact buyers. Buyers who may be presidents, chairmen of the board, vice-presidents, sales managers and department heads.

As a buyer, which would you rather have: (1) Someone come in and talk, taking up your time trying to make an appointment to show samples or demonstrate some time in the future, allowing you an hour, a day, or a week to formulate your decisions before you had all the facts before you; or, (2) a man who would come in prepared to talk business and if impossible to carry his product with him would have pictures of the product, together with its uses so concisely set out that while he was talking to you he could key his talk in with the articles or pictures before you?

When a man comes in to see me, I want him to so state his case that within one or two minutes I know whether or not I want to go further into the proposition. If I do, and I can possibly spare the time at that moment, I want him to give me all the facts available so that I can make the decision and quickly buy, dismiss it from my mind, or place it on file for future reference at the proper time.

When this is done the buyer will have more time for his own work, the seller will make more productive calls. Perhaps not more calls in a day, but more productive calls, because each call has a definite objective and he leaves something of value behind.

I know from experience that many salesmen are unable to sell a

prospect because they go into the prospect's office, interest him to a certain point with words, and then say, "Now wait until tomorrow and I'll tell you more about this when I can bring in a sample." They themselves get the buyer into the habit of putting it off.

From my experience in buying, I always want to take with me a portfolio or briefcase containing the necessary pictures and other information, and if at all possible take a sample of the product with me.

## *Applies to All Kinds of Selling*

I don't care what the business, I have yet to see one that this did not apply to, because I have personally used it in the sale of street improvement bonds, city and farm mortgages, and the sale of real estate, in each of these cases pictures and facts being used in a folder.

In the sale of waterproofing, roofing and other building materials, it works equally well.

When a man is not using a Dictaphone, I recognize the fact that he is either unfamiliar with it, or if he ever used it, used it incorrectly, or he may imagine that he knows something about it because of pictures he has seen some place, expressions he has heard people make, or he is afraid he cannot listen back, indicate the length of letters, or cannot make corrections as easily as he has been doing. His secretary may think she cannot hear clearly.

Only by actual demonstration of the machine to the president and his secretary, at the same time pointing out certain things contained in the portfolio, will a salesman ever sell that man.

Various people claim from 83 per cent to 87 per cent of all sales are made through the eye. Many a

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would-be salesman closes the door permanently because he needlessly takes up the time of the chief executive when, if the salesman was properly prepared with a briefcase and samples, he either might have closed the deal immediately or done

in that one call what it might have taken him five or six calls to do otherwise.

I would like to see another article in PRINTERS' INK, this time showing the buyer's side of this briefcase story.

+ + +

## "Renovize" Campaign Is Business Stimulant

**SIMILAR** to home modernization plans sponsored by other cities, a campaign conceived by the Philadelphia Federation of the Construction Industry has, in three weeks, resulted in the creation of more than \$15,000,000 of new business.

Advertised as the "Renovize Philadelphia Campaign," the movement is sponsored by a general council of forty, representing bankers, merchants, labor leaders and other interests. Trade, civic, community and religious organizations are co-operating with volunteer workers, grouped in teams, canvass-

ing every residence and place of business in the city and suburbs.

The campaign is featured in full-page newspaper advertisements, posters and car cards, pamphlets distributed with gas and electric bills, and over radio programs. Property owners are asked to sign pledge cards stating how much they would spend. They are encouraged to have their work done by their own dealers and tradesmen, preferably those in the neighborhood, thus removing all element of charity and putting it up to the property owner as a good business proposition.

+ + +

### Cleveland Office for Haire

The Haire Publishing Company, New York, has established an office at 850 Euclid Avenue, Cleveland, to handle accounts in Indiana, Ohio, Pennsylvania and West Virginia. George M. Earnshaw, for the last twelve years advertising manager of *Rock Products*, is manager of the new office.

### Death of C. K. McClatchy

Carlos K. McClatchy, publisher of the Fresno, Calif., *Bee and Republican*, and vice-president and general manager of the McClatchy Newspapers, died recently at San Mateo, Calif., aged forty-one. He is survived by his father, Charles K. McClatchy, owner of the newspaper chain.

### Join Alco-Gravure

A. Soman, formerly with the American Lithographic Company, has joined the sales force of Alco-Gravure, Inc., New York. Richard N. Heath has also joined the sales staff of the Alco-Gravure company, with headquarters at Chicago.

### Advanced by Smith & Drum

Charles T. Nounnan has been made a vice-president of Smith & Drum, Inc., Los Angeles advertising agency.

### Magnus Advanced by Kemper

Joseph E. Magnus, formerly president of the Puritan Malt Extract Company and, later, vice-president in charge of sales of the Pabst Corporation, Milwaukee, which acquired the Puritan company, has been elected vice-president of James S. Kemper & Company, Chicago, insurance. He has been with this company for the last year.

### Caruthers Has Own Business

F. Porter Caruthers, for the last several years assistant business manager of the New York *Herald Tribune*, of which he was also local advertising manager, has established an advertising business under his own name at 419 Fourth Avenue, New York. He formerly was, for nine years, with the Beckwith Special Agency.

### Directs Packer's Account

The Butzer Packing Company, Salina, Kans., beef and pork products, has appointed the Lane Rufner Merchandising Company, of that city, to direct its advertising account.

### Appoints Rogers-Gano

The Chek-Chart Corporation has placed its advertising account with the Chicago office of the Rogers-Gano Advertising Agency, Inc.

## Tell Public about Agencies

**S**O favorable has been the response of the public to a series of eight radio broadcasts descriptive of the work of advertising agencies, sponsored by the Los Angeles Chapter of the Pacific Association of Advertising Agencies, that the activity has been taken over by the association and will be broadcast over a Pacific Coast network. Robert Nourse of Los Angeles, is chairman of the radio committee, with the following members responsible for broadcasting done by members of their local chapters: Carl Ohliger, San Francisco; J. R. Gerber, Portland, and J. William Sheets, Seattle.

### Death of R. E. Livingston

Robert E. Livingston, a successful reporter of the New York *Herald* in the days of James Gordon Bennett, died at New York on January 29, aged seventy-one.

His last business activity was as editor of "Gas Logic," a publication of the Consolidated Gas Company. This was one of his duties as director of information, a position he long held with the company.

Mr. Livingston, who was a subscriber to PRINTERS' INK since 1889, was the originator of the advertising policy of the Consolidated Gas Company, being the first to see the possibilities of building good-will for this public utility by the use of paid advertising.

### Railway Group Elects

H. F. McLaury, advertising agent of the Chicago, Burlington & Quincy Railroad, has been re-elected president of the American Association of Railway Advertising Agents.

David E. Caesar, Southern Pacific Company, was elected vice-president. Vice-presidents re-elected were: O. J. McGillis, Great Northern Railway; Holcombe Parkes, Norfolk & Western Railway; H. B. Northcott, Union Pacific Railroad; and W. W. Rodie, Chicago, Rock Island & Pacific Railway.

H. P. Riccadonna, Chicago Great Western Railroad, was re-elected treasurer and E. A. Abbott, Poole Brothers, Inc., secretary.

### Will Represent "Golfing"

Rawlins & Hunt, publishers' representatives, Chicago, have been appointed Middle Western representatives for *Golfing*, publication of which will start at Chicago in April. Albro C. Gaylor, New York, is Eastern representative.

## GOOD COPY

gratefully  
studies  
Shakespeare's  
advice  
credited  
to Polonius  
"This above all:  
to thine  
own self  
be true...."

**HAWLEY  
ADVERTISING  
COMPANY  
Inc.**

**95 Madison Ave.  
New York City**

# Consumers Worry about Their Problems—Not Yours

Which Is a Point the Copy Writer of Direct-Mail Pieces Can't Very Well Afford to Overlook

By B. F. Berfield

**A**MONG the millions of small folders that go to consumers every year by way of envelope enclosures, retail counters and other routes a surprisingly large percentage are characterized by a pedestrianism of copy writing which would be over-praised by the adjective, "boring."

Pictorially, most of them are good, many excellent. In the matter of layout the same average of excellence is maintained. But when it comes to copy too often the copy writer seems to assume that the enthusiastic exclamation, "Use Blank Lawn Sprinklers" is something that consumers should get pretty bothered about.

As a matter of fact, such an announcement, while it may be of some moment to the Blank family, is not likely to arouse the consumer far beyond a heavy flush of boredom.

There are some folders, however, that do show a realization on the part of the manufacturer that this type of advertising requires just as much effort to build interest as any other type. Contrast, for instance, the "Use Blank Lawn Sprinklers" formula with this simple paragraph from a folder advertising the Coleman Radiant Heater:

Turn a valve—strike a match! That's all you do to start the Coleman Radiant Heater. Then in a couple of minutes or less you are ready to flood any room with warmth—clean, moist, healthful—and cheerful sunshine. The Coleman drives out the chill and dampness of raw, spring days, or of cool fall nights. Here you have a heater that fills every corner with abundant, snappy heat, anytime you want to use it.

There is nothing spectacular about that copy but it does have life, movement and interest.

Here is a simple but effective beginning for a Plastic Wood folder:

A round pipe in a square hole—and up come ashes, dust and insects! Fill the hole with Plastic Wood—handle it as you would putty—and it will harden into solid wood that's water-proof and grease-proof. Plastic Wood is a household repair kit in itself for loose casters, loose handles, loose furniture, broken toys, and for filling holes and cracks. Anyone can use it, indoors or out.

There is nothing in the two bits of copy quoted beyond the capabilities of the average writer—except, possibly, the conception that the prospect is a heap sight more interested in his own problem than he is in the problems of the manufacturer. And that, it seems to me, is the important point about preparing copy for folders.

They are, probably, the most intimate form of advertising that reaches the consumer, with the possible exception of letters. Therefore, they require a certain intimacy on the part of the copy writer, and ability to put himself in the consumer's home, far removed from his own office.

The producers of Blue Coal have been about as successful as anyone in creating interesting folders of this type. Most of them are successful because they have that quality of understanding intimate consumer problems and offering a solution.

Here, for instance, is copy from one of the more effective Blue Coal folders:

He was burning the best coal he could buy. He was watching his drafts and dampers like an engineer. His heating system was tight and in good shape. Yet his furnace wouldn't deliver heat the way it used to. What was the trouble?

There you have it—a problem that confronts, at one time or another, 90 per cent of these gallant engineers of the home who, in spare moments taken from accounting, selling bonds, working behind a retail counter, or even writing copy, spend sad minutes of bafflement in



*These Direct-Mail Pieces, Mr. Berfield Says, Recognize the Consumer's Problem*

the cellar wondering just what is the trouble.

The New York Telephone Company introduces the Blake family. It says :

Summer means a lot to the Blakes. They haven't so much to spend and theirs is quite a large family—but how they do enjoy life in the summertime!

The whole family scattered to the four winds: the boys are off to camp; and Martha goes to visit friends in other places. Mr. and Mrs. Blake and the baby stay at home during the week, but the week-end finds them in the country, where Mr. Blake improves his golf and Mrs. Blake and the children get plenty of sunshine.

The Blakes may not be an average family but they are pretty close to being what the average family would like to be. Therefore, when the telephone company finds out that this scattered family is kept together by telephone and emphasizes the cheapness of long distance service, it has used the human-interest technique to make a pretty effective folder.

A similar use of this technique is made by the Railway Express Agency, Inc.

"Off to college" reads the headline and the copy follows:

"All set to go. Packed all my things

in a trunk and shipped it by Railway Express. It will be in my room when I get there."

Thus another college student solved the luggage problem. He, like others, has found three distinct advantages in Railway Express service.

That copy is not going to appeal to maiden ladies or to older gentleman who are fishing for sailfish off the coast of Florida. On the other hand, any family who has a kid about to go to college, is going to realize that a Railway Express Agency understands what things are all about.

Flowers, grass, trees! Their fresh loveliness depends on frequent use of hose.

In dealing with the average gardener you don't have to use many adjectives. Mention flowers to him and he certainly becomes interested. Therefore, Goodyear, in advertising its lawn hose, goes right to the intimate heart of the gardener's problem with the simplest kind of copy.

Maybe a pretty good thing for any person who is writing folder copy to do is to place in front of him a little pad with this sentence:

"Consumers are interested in their problems—not ours."

Feb. 2, 1933

## A NEW MARKET for the NATIONAL ADVERTISER

**300,000 Cottages  
450,000 Beds need  
hundreds of thousands  
of Sheets, Pillow-cases,  
Towels, Guest Soap**

**Thousands of  
BEDS  
BED SPRINGS  
CLEANING EQUIP.  
COOKING UTENSILS  
DISHES  
ELECTRICAL EQUIP.  
FURNITURE  
GROUND IMPLE.  
HEATING PLANTS  
LAUNDRY SUPPLIES  
MATTRESSES  
RESTAURANT SUP.  
RUGS  
SHOWERS  
SODA FOUNTAINS  
SILVERWARE**

**and thousands of other Standard Brands of merchandise.**  
**TOURIST TRADE reaches**  
**12,500 select Cottage Camps and Resort Establishments. For a complete survey of this vast, NEW MARKET, write,**

## TOURIST TRADE

INDIANAPOLIS, IND.

Mark A. Selson      L. M. Carroll  
60 E. 42nd St.      168 N. Michigan Ave.,  
New York City, N. Y.      Chicago, Ill.

Accepted Applicant C. C. A.  
One of the Cornelius Publications, Inc., Group

## Tell 'Em and Sell 'Em

**"TELL 'EM AND SELL 'EM"** is the name of a booklet which Hart Schaffner & Marx have published for dealers' salesmen. It is a presentation of the selling points inherent in the company's merchandise.

The 6½ by 4½-inch pages are cut-indexed on the margin, so that any particular subject may be referred to in a moment's time.

The subject matter is presented as a series of running conversations with mythical customers. There are several sections on general subjects, such as the significance of the Hart Schaffner & Marx label, tailoring, and style trends. The other divisions concern various types of garments and fabrics currently sponsored by the company.

This quotation from one of the pages illustrates the manner in which these reasons-why are interpreted:

*"Salesman—Now, here, Mr. Jones, is a Hart Schaffner & Marx suit I think you'll like. (Point out the label in the coat.) That's the most famous label in the world.*

*"Customer—But I want to wear the suit, not the label.*

*"Salesman—Yes, I know, but this label means something. For forty-five years it has stood for best value and best quality in clothes. It still does; this label is your protection.*

*"You see, Mr. Jones, so many poor clothes have been put out in the last two or three years, just to sell at a low price, that you want to have something to tie to. You know what you are getting when you see this label in a suit."*

A sample was sent out to each dealer, with the suggestion that he send the company a list of the names and home addresses of his salesmen. A booklet would then be mailed free direct to each. If the dealer prefers, however, he may have the copies sent direct to him for distribution. The booklet was also featured in the company's business-paper advertising.

# Carbona's New Product Venture as Dartmouth Sees It

Some Interesting Correspondence between Prof. Frey and Mr. Wineburgh  
in Which a PRINTERS' INK Article Is Discussed

SOME time ago PRINTERS' INK asked A. Wineburgh, president of the Carbona Products Company if he would tell how he came to decide upon a shoe polish as a companion product to Carbona. His explanation led to a description of the company's new product policy and was reported in an article which appeared in PRINTERS' INK November 10, 1932, under the title, "How to Choose and Introduce a New Product."

Shortly after publication of this article Mr. Wineburgh received a letter from Albert W. Frey, professor of advertising and merchandising and assistant dean of the Amos Tuck School of Administration and Finance of Dartmouth College.

"This story interested me greatly," wrote Professor Frey, "because I am now attempting to get a good problem for use in connection with my course in advertising and merchandising and this one seems to fill the bill 100 per cent."

He asked a series of questions, and here they are with Mr. Wineburgh's answers as given in his reply:

*Through what trade channels do you sell Carbona cleaning fluid?*

Carbona, a cleaning fluid, has been on the market for thirty years, and as a result of diversified marketing and advertising plans, has a distribution of practically 100 per cent in the drug stores throughout the United States.

*Does the introduction of the new shoe polish require any changes in factory equipment or personnel?*

It was developed as the result of years spent in research and experimental work, the cost of perfecting the equipment used in its manufacture involving many thousands of dollars. It also required increasing our personnel to include men who had practical experience in the manufacture of shoe polish.

*What discounts, trade and quantity, do you quote on the new polish?*

From the price lists enclosed you will note that in introducing the product, the minimum quantities required are small enough to enable the trade to stock it without making large quantity purchases, until such time as it has been demonstrated that the product has a public acceptance and that there will be a continuously increasing sale for it.

*What volume of sales do you estimate will be necessary before you begin to show a profit?*

We estimate that not until our sales reach \$1,000,000 a year will it begin to show a profit (not considering, however, the investment of \$1,000,000 in its introduction).

\* \* \*

Other questions which were asked were answered in advertising material forwarded to Dartmouth.

"If you will advise us as to the number of students in your class," Mr. Wineburgh wrote, "we will be pleased to send you a supply of free samples for their own use. The experiment of sending each of the students a sample will be interesting for the purpose of discovering to what extent it will create a sale in Hanover among the trade without making any effort through advertising or trade distribution. The experiment may reveal some interesting information."

Professor Frey then wrote that he was certain that a worth-while case study could be made from the information sent him. The suggestion of a test among the college men was accepted, but he wrote, "I must confess frankly that I think the use of these samples by our men will have no influence on the trade here. My observation is that students very rarely polish their shoes."

Two further questions were raised which, together with Mr.

Feb. 2, 1933

Wineburgh's answers, follow:

*I assume that Carbona cleaning fluid is distributed only through drug jobbers. The new product will require the use of grocery jobbers, in addition, will it not?*

Carbona cleaning fluid is distributed generally through the drug trade, jobbers, chains, co-operatives, also through department stores in various departments, and through specified-price stores, such as Woolworth, Kresge, etc., and, to some little extent, in the grocery trade.

Our shoe polish is sold through the same channels as Carbona and is being sold through the grocery trade to the same extent as Carbona is sold through the drug trade. It is also sold through the trades handling shoe-findings, shoe repair shops, shoe stores—and likewise through the department stores in various departments and specified-price stores.

#### *Checking on the Advertising*

*Will it be possible for us, from time to time to get from you a statement of the advertising media which you have used in the period immediately preceding and extent to which you used them? While this information is not absolutely necessary, it will provide a good check on whatever plans the class may set up.*

The advertising of all our products is continuous throughout the year, except that during certain seasons we add to it. We increase the advertising in our regular mediums, being governed by conditions and the possibilities as far as we are able to judge, deciding what to do each season and each year. Our decisions are determined by nothing more than how we feel about it, influenced in some instances by what we think are possibilities and sometimes by what we consider is necessary to offset what our competitors are doing.

\* \* \*

"I am writing you frankly," Mr. Wineburgh told Mr. Frey, "and as I feel, with no idea of establishing that I am right; as others may believe that I am wrong, and it may

be so. Whatever successes we have had in the selling of our products through advertising may not be as great as if other policies prevailed. I am nevertheless convinced that there is no science in advertising and that little can be proved one way or the other.

"I want to go so far as to say that if a test is made in any one city and on any kind of advertising, sampling included, and it proves successful, it does not follow with certainty that doing the same thing in another city will also be successful, and with much less certainty if the same procedure is followed with some other kind of product.

"In advertising there are many who believe they know something about it, and there are those who know that they don't know anything about it. Personally, I know that I don't know anything about it, notwithstanding an experience of almost fifty years, during which time I have been identified with many successes and many failures, and I don't know the reasons for one kind or the other.

"Nor can anything I have learned be applied with any certainty to any proposition that is similar to those with which I have been successful, or to any other, and I don't believe I could take the same kind of a proposition with which I have been successful, and be successful again."

This exposition on advertising in general, after it was read by Professor Frey, brought this reply:

"Of course it is a little pessimistic from the point of view of one who is trying to give students some idea of what can be done to promote effective advertising. However, it is good for all of us to have such remarks made to us frequently."

As the date for the opening of the professor's course on January 23 drew nearer, he persisted in his reason-why search. Three more questions were submitted, which are given again with Mr. Wineburgh's answers.

*Isn't the retail margin on the 25-cent tube larger than that which is customary on such products?*

*Have you purposely made the margin large in order to get aggressive selling, or did you do it in anticipation of considerable price cutting?*

The retailer's margin on the 25-cent size is 50 per cent on the selling price, which is unusually large. There were various reasons for this.

"Advertised brands must give the dealers a big profit to offset their interest in the profits they can make on private brands," Mr. Wineburgh wrote. "You will recall in my interview in PRINTERS' INK, I said that, with these observations in mind, the price should be based on an appeal of economy to the user—in the case of our new polish it enables us to say that it costs '2 Shines for 1¢.'"

Here are two more questions and answers:

*Before starting to manufacture this polish, did you make any attempt to estimate the approximate total market for shoe polishes in the country?*

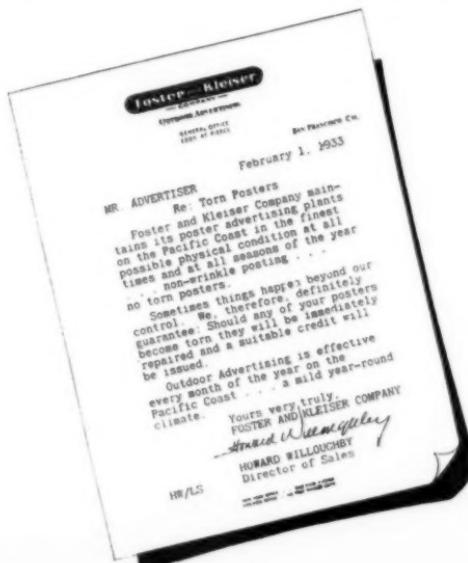
We did not make a very detailed

study of this question, as we had sufficient confidence in the marketing possibilities of shoe polish, because of the knowledge that the population of the United States is over 100,000,000 people, and the men, women and children wear shoes, and also clean and polish them.

*According to your present plans, when will you obtain national distribution and be ready to go into magazine advertising?*

When we have secured a national distribution, which we will accomplish by taking the twenty largest cities, one at a time, we will be ready for magazines or other national advertising. This we hope to practically accomplish during the year 1933.

This closes the file to date. If the students in the course are as keen for information as is their professor, they will have a lot to tap. Should the well run dry, Professor Frey can count upon his marketing correspondent as a reserve force.



# The Fra and the Mouse-Trap

THE JOSEPH KATZ COMPANY  
NEW YORK

*Editor of Printers' Ink:*

You have written "finale" to the mouse-trap episode in your issue of January 19 and, so far as the question of who said it is concerned, that ought to be the end of it. But I cannot bear to see you close the door with so palpable an error remaining as your last quotation, attributed to the Fra, when he said: "The mouse-trap guff isn't true."

I spent some time as the assistant to Hubbard and we discussed the very point on one occasion. He did insist that the quotation was a lot of long hoey and that the man in the woods would very likely starve, with nothing but his mouse-trap to console him.

I held that the Fra, like so many other quoter, had never read the quotation correctly. Emerson, or whoever first said it, never intended it to mean that a quality product or service would be hunted out by the world, even if it hid its light under a bushel. He was too intelligent to suggest that people would beat paths in search for quality if they didn't know about its existence or where to find it. Wasn't "common fame" just an old-fashioned way

to say "broadcast advertising"? Emerson's point undoubtedly was that people will go out of their way in the expenditure of time, effort and money to secure quality, provided it was Quality, despite the cheap competition of unworthy sermonizers, authors and mouse-trap makers, even though the means of securing the fruits of the latter gentry were made so much easier.

Apparently Emerson had not the slightest intention of disparaging the need for telling people about the existence of wares and the places to find them. A man of his fine vision, even in those early days, must have known that people need to be made conscious of the accomplishment of a good thing or a good service before patronage could result.

It is so evident that Emerson was calling attention to the grand fact that if you have the goods your public will go out of its way—figuratively speaking into the very woods—in order to secure them, and I am stressing the point now because I hate like sixty to miss taking a sock at the still too prevalent idea that advertising can somehow make up for a lack of worth in goods or in men.

ARTHUR FREEMAN,  
*Vice-Chairman.*



## F. Haase Has Own Business

Frederick Haase, until recently with The Sherman Corporation, New York, has established his own sales and advertising business at 416 West Twenty-fifth Street, New York. He was formerly vice-president in charge of sales of the Frank E. Wolcott Manufacturing Company, Hartford, Conn., and general sales manager of Sparklets, Inc.

## Appoint Koch

Koch's List of Railroad Magazines, publishers' representative, Chicago, has been appointed to represent the *Frisco Employe's Magazine*, St. Louis, Missouri; *Pacific-Louisville & Nashville Magazine* and the *Rail*.

## W. H. Tell Advanced

William H. Tell has been appointed assistant to the general manager of sales of the Standard Oil Company of Indiana. He was previously assistant auditor of sales.

## Zones Circulation

*Super Service Station*, Chicago, beginning with its March issue, will sell space on the basis of any one or combination of six marketing zones as well as on the basis of national circulation as heretofore. Circulation, exclusive of dealer circulation, also will be available as a unit.

## Death of F. B. Warner

Francis B. Warner, for many years Philadelphia representative of the Electrolight Engraving Company, New York, and, more recently, with the Beck Engraving Company, Philadelphia, died recently, aged sixty-eight.

## Has Radio Account

The Automatic Radio Company, Boston, has appointed the Wood, Putnam & Wood Company, of that city, to direct its advertising account. Business papers will be used.

## Maxwell House Back in Magazines

**O**UT of the magazines since last fall, Maxwell House coffee returns to this medium with full color pages in the February issues of ten publications. This advertiser has been concentrating on radio, outdoor and some newspaper advertising.

The first of the new magazine series is reproduced herewith. With a hot fight going on between the leading coffee brands, something boldly aggressive was the logical type of campaign to expect but as this advertisement reveals, the new campaign turns out to be rather "sweet" instead. What lies behind this change? Does the headline, "To a Lady (somewhat skeptical) . . . a Word About Coffee," mean that this advertiser has come to the conclusion that the competitive spirit of present-day coffee advertising has gone a little too far?

Whatever the reasoning, this new campaign achieves a decided change of pace, using copy that seems almost like understatement when compared with what has been used recently. This copy reads in part:

We know that you, of course, want coffee that is fresh. So, about our Maxwell House Coffee, we ask you to accept only this:

Any can of Maxwell House Coffee you buy is sure to be perfectly fresh—just as deliciously fresh as the very hour it was roasted . . . (about other coffees we have nothing to say).

We wish only to add: It is, therefore, quite impossible for any coffee to be fresher than Maxwell House.

Then a few words about the Vita-Fresh process.

Thus the argument of freshness is still continued as a major theme but it is presented with more re-



straint than has been the custom.

This campaign maintains the tone of the old "Southland painting" advertisements, used so long, through the attractiveness of its layout and illustration. The copy continues to feature the coffee as that which "pleased the epicures of the Old South years ago." The "Show Boat" radio program by its very nature also emphasizes this Southland theme.

## **Robert Wolfers Joins Crowell**

Robert Wolfers, formerly with Advertisers, Inc., Detroit, has joined the Detroit office of the Crowell Publishing Company. He will represent the *Woman's Home Companion*.

### Criddle with O. A. I.

Robert W. Criddle has been appointed art director of Outdoor Advertising, Incorporated, New York. He has been with the General Outdoor Advertising Company.

## Chain - Store Sales for December

Company	Dec. 1932	Dec. 1931	% Chge.	12 Months 1932	12 Months 1931	% Chge.
Great At. & Pac. (a)	\$79,615,596	\$91,309,637	-12.8	\$874,779,300	\$1,019,229,777	-14.1
*Sears, Roebuck (b)	27,454,971	33,167,501	-17.2	280,061,229	347,209,054	-19.3
F. W. Woolworth	33,099,156	39,712,999	-16.6	249,887,669	282,663,910	-11.6
*Montgomery Ward	21,055,133	21,899,269	-3.8	180,069,239	219,361,585	-17.9
J. C. Penney	18,942,096	21,279,066	-10.9	155,272,791	173,705,094	-10.6
S. S. Kresge	18,050,900	22,173,402	-18.5	124,421,062	145,785,473	-14.6
†Safeway Stores	16,294,411				226,706,957	
Kroger G. & B. (b)	16,139,806	17,567,317	-8.1	213,163,298	244,371,147	-12.8
W. T. Grant	11,367,354	12,109,453	-6.1	73,308,932	75,294,354	-2.6
First National (a)	9,916,602	10,257,766	-3.3	102,458,400	106,871,160	-4.1
S. H. Kress	9,327,441	11,221,097	-16.9	62,776,946	69,041,925	-9.1
American Stores	9,250,463	9,602,682	-3.6	115,453,529	135,226,400	-14.6
McCrory Stores	5,829,792	6,882,021	-15.2	39,670,824	43,295,608	-8.3
J. J. Newberry	5,390,500	5,316,638	+ 1.4	33,115,732	31,147,011	+ 6.3
National Tea (b)	5,349,542	5,245,357	+ 2.0	65,524,242	76,447,787	-14.2
Walgreen Co.	4,102,827	4,606,512	-10.9	45,834,612	54,067,138	-15.2
McLellan Stores	3,108,985	3,747,080	-17.0	19,885,109	21,945,688	-9.3
Lerner Stores	3,021,400	3,490,236	-13.4	21,494,041	25,520,372	-15.7
G. C. Murphy	2,854,656	2,962,039	-3.6	18,497,004	19,182,268	-3.5
H. C. Bohack (b)	2,505,347	2,769,049	-9.5	32,478,856	35,551,923	-8.6
Interstate Dept.	2,279,806	2,649,680	-13.9	18,432,465	21,409,587	-13.9
Grand-Union (b)	2,196,601	2,649,426	-17.1	29,702,661	35,218,461	-15.6
Neisner Bros.	2,188,225	2,349,151	-6.8	14,820,855	15,958,818	-7.1
Dominion Stores (a)	2,164,825	2,419,679	-10.5	23,041,550	25,638,124	-10.1
Melville Shoe	2,099,330	2,547,823	-17.6	20,595,898	26,286,518	-21.6
Peoples Drug Stores	1,712,360	1,778,834	-3.7	16,199,006	17,469,012	-7.2
Waldorf System	1,167,844	1,341,221	-12.9	13,883,055	15,546,964	-10.7
Western Auto S'ply	1,060,000	977,000	+ 8.5	11,796,000	12,432,000	-5.1
Schiff Co.	1,000,603	1,175,843	-14.9	8,865,015	10,179,534	-12.9
Lane Bryant	898,092	1,115,596	-19.5	11,596,281	15,138,220	-23.4
Jewel Tea (b)	847,961	991,996	-14.5	11,048,559	13,484,199	-18.0
Winn & Lovett (c)	412,067	415,855	-0.9	5,062,020	5,231,397	-3.2
M. H. Fishman	413,650	454,459	-9.0	2,629,012	2,641,597	-0.5
Exchange Buffet	351,636	441,541	-20.3	4,343,215	5,252,899	-17.3

\*Includes both Chain and Mail-order sales.

†Comparable figures for 1931 not available.

(a) 5 wks. ended Dec. 31.

(b) 4 wks. ended Dec. 31.

(c) 4 wks. ended Dec. 24.

The Great Atlantic & Pacific Tea Company reports that December sales, expressed in tons, were estimated as 498,470 for 1932, compared with 516,165 in December, 1931. This is a decrease in quantity of merchandise sold of 17,695 tons, or 3.43 per cent. Average weekly sales in December were \$15,923,119, compared with \$18,261,927 in 1931, a decrease of \$2,338,808. Average weekly tonnage sales were 99,694, compared with 103,233 in December, 1931, a decrease of 3,539 tons.

A statement issued by the J. C. Penney Company in reporting its sales figures reads: "In view of a drop of approximately 18 per cent in the retail prices of merchandise in 1932 from 1931, this decrease of only 10.61 per cent in dollar sales actually represents a gain in the year's volume of business."

Safeway reports 3,370 stores in operation at the end of the year.

### NUMBER OF STORES IN OPERATION

	END OF DECEMBER		END OF DECEMBER	
	1932	1931	1932	1931
Kroger	4,738	4,884	McLellan	277
Safeway	3,370	3,527	S. H. Kress	230
J. C. Penney	1,477	1,459	G. C. Murphy	175
S. S. Kresge	719	711	Peoples Drug	117
Walgreen	472	469	Neisner	79
W. T. Grant	445	402	Exchange Buffet	35
Jewel Tea	1,340 routes	85 stores	1,334 routes	

# Using Consumer Inquiries to Open New Territories

They Give the Salesman a Valuable Leverage in Getting Prospective Dealers to Stock an Item

BUESCHER BAND INSTRUMENT COMPANY  
ELKHART, IND.

*Editor of PRINTERS' INK:*

We are wondering if you know of any advertisers who have had experience with a plan of referring consumer inquiries to dealers who are not handling the manufacturer's merchandise?

E. L. SORSEN,  
*General Sales Manager.*

**C**ONSUMER inquiries received from open territories can serve as extremely forceful weapons in eliminating spotty distribution.

Whenever possible, experience shows that it is better to make an effort to consummate the sale direct from the factory than to work through wholesalers or prospective dealers. This applies particularly to such products as hardware specialties, items of clothing, and products having a low unit of sale.

To what use can these inquiries be put after the sale has been made or the inquiry answered?

One method which has been worked out successfully is to send a prospective retailer a check covering the difference between the retail-wholesale price.

This is the method the Jantzen Knitting Mills is using this year. Heretofore, they simply sent the consumer a catalog and made the sale direct from the factory. These inquiries were then referred to salesmen who used them in building new business. Now, however, the leading merchant in a town where a sale has been consummated will receive a check together with a letter explaining that the money is his because the company has made a direct sale in his town and then suggesting that he stock the line to take advantage of the local demand.

The Bronston Hat Company likewise has found this method particularly effective in opening up new accounts. In replying to an inquiry the company states that it will sell direct but requests the name of the store the consumer

usually patronizes. When the sale is made the retailer's profit is remitted to that store and a solicitation is made by letter at the same time.

Several years ago when the Burgess Battery Company introduced the Snaplite flashlight, advertisements were keyed so as to get consumer inquiries. As a rule inquiries are not solicited. These inquiries were used to force jobbers to handle the line. Glen A. Gunderson, manager of sales promotion and advertising, remarks: "If we were to have a new product such as this where we would want to prove the point that distribution exists, we would follow the same practice."

With high-priced merchandise or with products which must be serviced or installed there is a different problem. For instance, this is how the W. F. Whitney Company, furniture manufacturer, is using consumer inquiries effectively to get new dealers.

In territories where the company had no distribution a prospect list of key dealers was made up. They were selected in such a way that there would be a dealer to an approximate quota of population and territory. In the meantime, national advertising carried coupons offering a booklet.

## *A Letter to Prospective Dealers*

Then a letter was sent to prospective dealers telling them of the national campaign and winding up with this paragraph:

"Hundreds of letters from men and women all over the United States are coming in constantly. They all want us to send them the name of the nearest dealer in Whitney Furniture. Knowing your reputation for progressive ideas, we should like to refer the prospective customers in your district to you. Will you let us know at once

# That thing called *Merchandising*

There is no dearth of definitions of the term "merchandising." The one we lean to defines it this way:

Merchandising starts in the factory when the product is being designed. It steps in when the package is planned. Pricing is an integral part of merchandising. Methods of distribution, selling strategy, advertising—these complete the merchandising chain.

The function of **PRINTERS' INK MONTHLY** is to report to the merchandising world what the merchandising world is doing. Our interpretation of merchandising indicates a broad editorial scope—exactly how broad is well illustrated by the table of contents of the February issue which appears on the opposite page.

From the leading article, with its summary of how six companies combatted current sales problems, on to the product design story, on to the analysis of how distribution was widened for a staple product—right through to the tail end, this issue is replete with sound, up-to-the-minute merchandising facts.

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**PRINTERS' INK MONTHLY, 185 Madison Ave., N. Y. C.**

**Gentlemen:**

Please send me Printers' Ink Monthly for the next year beginning with the February issue. I'll expect you to send an invoice for \$2.00 to cover my year's subscription. (Foreign and Canadian extra.)

Name \_\_\_\_\_ (position) \_\_\_\_\_

Company \_\_\_\_\_

Street \_\_\_\_\_

City and State \_\_\_\_\_

Feb. 2, 1933

whether you wish us to do so? Have you our catalogs and latest price list?"

"You will note," says Anne Page, of the Service Department, "that this letter asks whether these dealers would like to have prospective customers referred to them. Naturally, any good business man would reply in the affirmative. We have found it a good policy to put the dealer in a position where he requests co-operation.

"A second letter is then sent to the dealer with a definite punch in the last paragraph. A dealer, having stated that he wished to have prospective customers referred to him, is asked whether he has on his floors a selection comprehensive enough to allow us to assure prospective customers in his district that they may make their choice in his store. This prepares the way for our salesmen or further correspondence."

F. N. Pattison, manager of the Dealer Development Department, Copeland Sales Company, describes the difficulties of attempting to sell electric refrigerators to inquirers located where there is no dealer

representative. Inasmuch as the product is one which involves mechanical service, the company has always been careful not to attempt to make sales in any territory where there is no authorized sales connection which can be held responsible for satisfactorily rendering such service.

"The open territory user inquiries are filed by trading areas," says Mr. Pattison, "and when one of our regional managers decides to make a concentrated drive to close an open piece of territory, he calls for the inquiries from the trading area involved. These are briefed and sent out to him. He then makes an analysis of these inquiries and uses them as an additional lever in his sales presentation of our franchise.

"Very often it is possible to get the author of the inquiry to talk to the prospective dealer and explain why he was sufficiently interested in our merchandise to write the factory. Such evidence of users' acceptance of advertising and merchandise has tremendous weight with prospective dealers." — [Ed. PRINTERS' INK.]



### Goodrich Mechanical to Griswold-Eshleman

The Griswold-Eshleman Company, Cleveland advertising agency, has been appointed by The B. F. Goodrich Company to handle the advertising of its mechanical goods division.

### Wisconsin Markets, Inc., Appoints Buntman

Irving C. Buntman has been appointed managing director of Wisconsin Markets, Inc., Milwaukee. He was for years with the Milwaukee *Journal* of which he was advertising manager.

### Represent "Credit World"

The *Credit World*, St. Louis, has appointed Parsons & Dempers, publishers' representatives, Chicago, as its Western representatives, and Paul W. and Guy F. Minnick, New York, as its Eastern representatives.

### Razor Account to D'Arcy

The Enders Razor Company, St. Louis, has appointed the D'Arcy Advertising Company, of that city, to direct its advertising account.

### Cowan Joins Prochaska

A. D. Cowan, for the last twelve years an executive of the Patent Novelty Company, Fulton, Ill., has resigned to take an active part in the management of the Prochaska Manufacturing Company, Pro Pearl and Valet nail clippers. He has been interested in the latter concern for several years.

### Boothby with Fawcett

Clark N. Boothby, formerly with Tower Magazines and the *American Weekly*, has joined the Chicago sales staff of the Fawcett Publications. He will represent the Fawcett Women's Group.

### Represents Kable

The Kable Brothers Company, Mount Morris, Ill., has appointed William N. Jennings, Jr., as its Eastern representative, with headquarters at 420 Lexington Avenue, New York.

### Calcium Chloride to Ayer

The Calcium Chloride Association, Detroit, calcium chloride for dust-proofing roads, has appointed N. W. Ayer & Son, Inc., to direct its advertising account.

## Wait and See

"ASHWOOD," ASHWOOD ROAD,  
WOKING, SURREY, ENGLAND

*Editor of PRINTERS' INK:*

I read with unusual pleasure your article on page 28 in the issue of PRINTERS' INK published December 22, 1932, entitled "An Isolationist Policy." I do not remember seeing an article taking this line in any American journal that I have so far had the opportunity of reading.

I have traveled all over the world and met not only American tourists but American business men seeking trade and I have always found the American to be a rabid Protectionist and I do not remember one who did not advocate a high tariff.

In England there are many people in all political parties who are Free Traders and believe in the open port though they do not seem to be in the majority just now.

I am quite sure you are entirely right in your arguments and I feel quite cheered up to have lived to read such an argument in an American trade journal.

I hope you will go on writing in this strain in PRINTERS' INK and I would be indeed interested to learn if such a line of argument is popular in the United States.

F. DERRY.

## "Isolationist Policy" in Ellwood City, Too

MATHEWS CONVEYOR COMPANY  
ELLWOOD CITY, PA.

*Editor of PRINTERS' INK:*

I am particularly interested in your article as published on page 28 of December 22, 1932, issue of PRINTERS' INK which is in response to a request emanating from Charles A. Oswald. ("An Isolationist Policy," in which certain fallacies of "Buy at Home" movements are set forth.)

We are going through this painful foolishness right here in our own little city and the movement is headed by men who should know better, and it would afford me great pleasure to be able to place a copy of this article in the hands of a good many in this community.

If there ever was a short-sighted policy, the buy-at-home or buy-American, or whatever caption you wish to give the idea, is about the most foolish that I know of.

F. E. MOORE,  
*President.*

## An Editor

**An editor with an unusual appreciation of circulation, advertising, promotion and production and the coordination necessary for sound, ethical publishing, wants to connect with a high type publishing company in New York City.**

**He is employed and for several years has been simultaneously the editorial director of two leading business journals. Now he wants to make his last change.**

**He is a forceful public speaker, an excellent contact man, has a good appearance and is industrious. His past performances and recommendations are of the best and his work will stand careful scrutiny. He would be valuable as editorial director of several publications where he would be frequently called upon for ideas. He also has a knack of keeping expenses to the minimum.**

**A great deal more could be told in a letter.**

**"U," Box 89, Printers' Ink**

## Stage the Technical Copy!

(Continued from page 6)

moving tool—and to Bullwockie and Bander, at that. We've been pushing those numbers in our advertising for months, with little luck. How did you do it? What happened? What was your attack? How did you overcome price objections? How did you beat off competitive counter-attack? What was the talking-point that scored heaviest? Specifically, just what sales ammunition did you use on this buyer?"

"Don" may not be one of your salesmen, nor these questions the ones you will ask to get the information you want, but perhaps they plot the course roughly.

### Sign 4:

Talk with your own purchasing agent, your own superintendent or engineer—your own *anybody* who is of the same craft or calling as the man whom you are trying to interest in your advertisements. Ask him frankly how he would respond to such-and-such a message. Would the active illustration of the product in use attract him?

Would the headline interrupt him, wing its way into his consciousness when he was thinking about a job that needed to be done, an article crying to be read, or an important session with the "big chief" coming off in an hour?

Are there enough facts, the right kind of *buying facts*, given in the text? Does the advertisement flag his attention, sustain his interest from the start, and lead easily to a logical and inescapable decision? Would he want to write for a catalog, a booklet, a special report dealing with his requirements, or would he prefer to see an experienced sales engineer and go over the matter with him thoroughly?

Those and other questions your engineer or purchasing agent can often answer for you unless he is of the expansive critic type. Even so, you can get the guidance you seek if you probe him tactfully and weigh your findings carefully. In your quest for the specific also

steer your quarry clear of the shoals of self-consciousness and self-praise. By self-praise I mean the inexplicable belief that his own company's advertising cannot be wrong. Some department heads do think that way.

### Sign 5:

Search for specifics among users and could-be users of your product. That isn't a new suggestion, but it has yet to be overdone by industrial advertising men. The least difficulty is to gain an audience, especially when it is known that you have nothing to sell, only questions to ask.

Put your request for an interview in such a way as to cause the interviewed to believe that he is granting you not an audience but a *favor*, and the chances are he will surrender willingly. Once in you can hew to the line and make the specific chips fly into your mental pockets or your note book. Reverse the tactics you employed on the salesman and keep the ball of interest rolling down the other fellow's alley.

Resist the temptation to sell; confine your business to finding out precisely what he wants to know about your product; and if you do not leave the scene with a bundle of barbed copy lances—why, try again elsewhere.

### Sign 6:

Put to work what you've learned. You have probably discovered that your potential buyer is not irresistibly drawn to a bird's-eye view of your plant buildings, the "modern" machinery within, or even skilfully-retouched photographs of your product, with all its ingenious gadgets and devices. He has seen all these before, no doubt thousands of them.

Neither does your buyer react feverishly to parched headlines and dry-as-dust text. If you tell him that your product will pay for itself in ten months and return a desirable profit every day it's in

operation thereafter, he wants to know *why*—and *how*. Tell him simply though interestingly; or, better still, *show* him in picture, headline, text, sub-text, and logo-type, if you believe in displaying one. You may have to revamp drastically your conception of illustrations and copy. You may have to swap glib generalities for definite translation of what you have into terms of what the buyer wants.

You may have to dig and delve and browse and interrogate; and it's ten to one you will have to think harder than you ever did under the easy hand of General Abstract and his staff of innocuous platitudes but the results, measured in increased sales, and even borderline sales, are worth the task.

Industrial advertising has, comparatively speaking, a bigger and richer opportunity than general consumer advertising. And the industrial advertising manager, or agency, is fortunate to the extent that he can concentrate his promotional efforts on tradesmen, professional men, and technical specialists, and major and minor executives of industry. He is not sounding the mass mind with all its strange quirks and vagaries; he is cultivating the industrial mind, a fairly reliable denominator of which can be found and profitably applied.

We must know our products intimately, we industrial advertising men. We must understand our markets, not only as so many areas, territories, and generated horsepower, but as men like ourselves, who have normal wants, needs, and desires associated with their daily work. Those are the bare premises; the nub of the conclusion lies in *selling* intelligently and com-

pellingly through type and illustration, or at least helping to sell.

Specific information, interpreted by bright, persuasive language and active, relevant illustrations, speeds that desirable process. It also dispels the doubt and anxiety which invariably accompany hit-or-miss efforts. Perhaps something should be said in copy that never before has been said. Or your product will do something that your competitor's will not do. You either have overlooked the advantage or inadvertently left it to the salesman alone.

Again, you may have submerged a major feature because you thought it could not be so effectively dramatized as a minor feature. Bring it out from the wings and focus the spotlight on it. If a hoydenish song-and-dance is in order, have your shy feature clear its throat and limber up its limbs.

Show your industrial audience in its mail and its magazines what your machine or tool or materials can do specifically for its benefit . . . *its benefit*, mind you, not yours. Your prospective customer is both boss and buyer.

Cause the language of your interpretation to speak objectively in terms of dollar-savings or dollar-profits, quickened production, improvement in his process or product. Tell him these things, and tell him refreshingly and often, and your industrial buyer will pause, ponder, and parley with you.

How do I know?

Old Doctor Specific (the industrial brother of "Old Man Specific") has admonished industrial advertisers frequently—and supported his statement for some of them with immunizing "shots" in the "write" arms.



### Bray with Metropolitan Agency

Arthur C. Bray, formerly engaged in the financial advertising field, has joined the Metropolitan Advertising Company, New York, as a director and vice-president.

### New Account to Mosse

Dr. J. H. Schenck & Son, Philadelphia, have appointed Rudolf Mosse, Inc., New York, to direct their advertising account.

### Joins Cleveland Typographer

Paul Baumhart, for the last two years with the advertising staff of *Your Garden and Home*, Cleveland, has joined Bohme & Blinkmann, Inc., advertising typographer of that city.

### Appoints Texas League

The Dalhart, Texas, *Texan* has appointed the Texas Daily Press League, publishers' representative, as its national representative.

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: Ashland 4-6500. President, J. W. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, Gove Compton, Manager.

Atlanta Office: 87 Walton Street, Giro. M. Kohn, Manager.

St. Louis Office: 915 Olive Street, A. D. McKinney, Manager.

Pacific Coast: M. C. MOGENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year. Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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NEW YORK, FEBRUARY 2, 1933

**Advertising and the Workers** Several advertising appropriations have been held up recently because the big chief felt that his employees, seeing the firm's advertising, would think money was being spent which should be in their pay envelopes.

This mistaken idea still persists in the minds of some employees, even though economic subjects are receiving more thought now than ever before.

It is certainly time that employees realized that wages do not come from some mysterious reservoir back of the cashier's window; that profit, if any, and wages must emanate from the same source: The pocketbook of the consumer or the plant's output.

The only way for any merchandiser to get his share of present business is by more aggressive and selective sales and advertising now.

Advertising, then, should be

eagerly promoted and suggested by the people in a plant who depend for their living on the wages and salaries they secure from its sales.

Some workers realize this fact and there have been cases where salesmen, voluntarily gave up part of their commissions to contribute to a fund for advertising to make their selling easier.

An even more dramatic story came from The Pacific Mills. Workers there, not in the selling end of the business, but machine operatives both men and women, earnestly petitioned the management to brand and advertise its merchandise.

The sales promotion and advertising manager, at the behest of company officials, met with the workers and invited questions as to how to proceed.

A company official said at the time: "These hand workers in a great textile mill realized the power of advertising, knew the quality of their own product and felt that public good-will would mean better business."

It is too bad that more employees do not look with equal thoroughness into the matter of where wages come from and how sales produce them.

Instead of being resentful at a concern's advertising, they would then go to bat for an increase in the appropriation, realizing that the firm which registers its name and product now, will be in a strong strategic position when the upturn comes.

Advertising now is what will help build steadier jobs and wages as well as profits for the future.

**Good News from the Sticks** Every now and then PRINTERS' INK gets a communication from that sterling citizen, John Fields of Wichita, Kans., which strengthens its faith in the inherent solidity of the present economic system and increases its already profound admiration for the farmer.

Mr. Fields, be it known, is president of The Federal Land Bank of Wichita and has loaned several million dollars of Government money to the farmers of the Southwest.

These farmers (and they are not alone) had a pretty tough time in meeting their amortization payments during 1932. The per cent of loans delinquent last December had jumped to 44.1 as against 8.2 in 1930.

"But," Mr. Fields tells us, "despite urgings from various sources not to make any payments due on farm mortgages because of vague, uncertain and impossible expectations of moratoria, reduction of interest rates and possible cutting of unpaid principal, 17,215 of our borrowers or 55.9% have made all payments which have become due on their loans."

This enlightening demonstration that the spirit of the pioneer still persists among the farm population is an encouraging thing to behold.

At least it seems that way to us.

Despite ruinously low prices for crops and livestock, these hard-pressed borrowers have refused to hold back because of any political hocus pocus that might relieve them from their obligations and still let them keep their farm homes—and manufacturing plants, as it were.

There's real character for you!

**Plain "Mr."** As a paid subscriber to that unique publication, *The Congressional Record*, we have this week received a copy of H. R. 14386 introduced into the House by the interesting Mr. McFadden of Pennsylvania. (We would give his initials but we don't know them; he is referred to as Mister and that is enough for this present discussion.)

Mr. McFadden's bill provides for the coinage of a half-cent piece, a one-and-one-quarter-cent piece, a one-and-one-half-cent piece, a two-cent piece and a three-cent piece.

He wants the coins to be of "such standard troy weight, composition, diameter, device, and design as shall be fixed by the director of the mint, with the approval of the Secretary of the Treasury."

Without explaining why he did not include the widow's mite in the list he had the bill referred to the Committee of Coinage, Weights and Measures and secured an order for it to be printed—and the print-

ing, of course, is the important thing.

The bill was printed in the *Record* and also in the form of a separate document. We could have done very well without our copy and so could most of the others—not paid subscribers to the *Record*—to whom it doubtless will be sent at Government expense.

We have nothing to say about the bill, as there is nothing to say. We mention it here, however, just as another little example of how the boys insist on having their fun in Washington in these blithesome days when nobody is worried and the Federal Treasury is bottomless.

Our readers will see the result in their income tax payments a little later.

---

**Price  
Sanity  
Returns** From the New York Times: "With most of the clearance sales of men's clothing and furnishings proving a disappointment, retailers are anxious to start featuring regular Spring goods, in the hope that new styles will create some activity."

From *Boot and Shoe Recorder*: "Saks-Fifth-Avenue filled the shoe department so that police had to be called to rope off side-lines. . . . The clearance was at \$5.95. . . . At Macy's 48,000 pairs of shoes at a clearance price of \$1.19 brought crowds but no deluge."

Those are the buying strikes we like to read about. They show not only a returning sanity on the part of price-mad consumers but suggest that there is a slight possibility, at least, that retailers are ready to forget price as the pre-eminent sales argument.

---

**A Tax on  
Success** It is well to remind the public at large that almost any Government can make its citizens poor, but no Government to date has been able to make its citizens rich.

The principle of taking from those who have and distributing these funds to those who have not is the expediency of economic suicide. Every major European country has tried it, and it has re-

sulted in economic chaos and collapse.

It must now be clear to the American people that under any sort of decent management the success of the few means the success of the many.

Our present graduated surtax is nothing more than a tax on success.

It is obviously unfair to tax the many for the benefit of the few, and it would seem to be equally unfair to tax the few for the benefit of the many.

Therefore as a part and parcel of any plan of revival the present graduated surtax must be adjusted downward to a very material degree.

\* \* \*

The above is lifted *verbatim* from a letter written to President-elect Roosevelt last week by Robert W. Johnson, vice-president of Johnson & Johnson, New Brunswick, N. J.

When dictating that letter Mr. Johnson did not know he was also writing an editorial for PRINTERS' INK.

He was, though.

For those are our sentiments, too.

**Consul Looks at Advertising** When a boost for the value of advertising comes from a source which profits from advertising, the skeptical minimize its truth even when supporting data are present.

For that reason a recent statement to his superiors in London by R. J. Kerwin, British Consul at Caracas, carries double conviction. His report under the heading "Economic Conditions in Venezuela" says:

"Advertising is a very important factor here, and is one in which we lag behind our competitors, especially those in the United States."

Not only has such advertising been extensive, according to this observing consul, but it has also been attractive.

"It is perhaps not too much to say," he reports, "that it is due to advertising methods no less than to proximity that the American hold is so secure on this market. . . . It is useless to market any prod-

uct here without extensive propaganda, and no agent of standing will care to accept the representation of any new article without an adequate advertising allowance."

Manufacturers both in Mr. Kerwin's country and ours could well think about the testimony he gives to the power of consistent advertising—and also consider the importance of "adequate advertising" as it applies to the domestic as well as the foreign market.

**When French and Scotch Agree** The French Government, never noted for lavishness in expenditure, has been working on its 1933 budget. The economies and appropriations cut down over last year are drastic. There is only one increase.

As *The Business Week* points out, "In a long column of economies, one item is missing. It stands by itself under a caption of expenditures increased. It is France's 1933 Government appropriation for advertising. This increase exceeds one million dollars."

This parsimonious nation realizes that recent events have aroused ill-will against tourist travel in France, especially in the United States. Sales resistance has been set up where none existed before.

Hating as they do to spend any money, these shrewd officials are realists. They know that the only way to win back a desire to travel, the sound and practical way to make sales, is to increase advertising expenditure.

A few months ago the Scottish National Development Council, composed entirely of Scotch business men, decided to launch an "intensive advertising campaign" this spring.

They are going to buy advertising space "in newspapers and other publications abroad to advertise the advantages of Scotland with a view to encouraging export trade and also attracting new industries to Scotland."

When Frenchmen and Scotchmen decide 1933 is the year for increased advertising, what excuse has anybody else to hold back now?



On February 1st, 1933  
the New York Business of the  
**GARDNER ADVERTISING COMPANY**  
which for the past few months has been operated as a separate  
company under the name Blackett-Sample-Hummert and  
Gardner, reverted to its former status as an integral part of  
the original Gardner organization, serving the following  
accounts—

ALUMINUM COMPANY OF AMERICA . . . ALUMINUM  
COOKING UTENSIL COMPANY . . . ALUMINUM SEAL  
COMPANY . . . AMERICAN AIR FILTER COMPANY . . .  
AMERICAN CYANAMID COMPANY . . . AMERICAN  
CYANAMID & CHEMICAL CORPORATION . . . BROWN  
HOTEL . . . BROWN SHOE COMPANY . . . CENTRAL  
RAILROAD OF NEW JERSEY . . . CERTAIN-TEED PROD-  
UCTS CORPORATION . . . EMERSON ELECTRIC MAN-  
UFACTURING COMPANY . . . EVAPORATED MILK  
ASSOCIATION . . . FINE FOODS OF CANADA LTD. . . .  
FIRST NATIONAL BANK IN ST. LOUIS . . . FRISCO  
LINES . . . GENERAL CABLE CORPORATION . . .  
GERBER PRODUCTS COMPANY . . . GRANITE CITY  
STEEL COMPANY . . . HILLERICH & BRADSBY COM-  
PANY . . . KENTUCKY PROGRESS COMMISSION . . .  
KINGSWAY HOTEL . . . LENNOX HOTEL . . . LOUISVILLE  
BEDDING COMPANY . . . LOUISVILLE ELECTRIC MAN-  
UFACTURING COMPANY . . . LOUISVILLE TEXTILES  
INC. . . . L. & N. RAILROAD . . . MAYFAIR HOTEL . . .  
McGRAW-HILL BOOK COMPANY . . . McGRAW-HILL  
PUBLISHING COMPANY INC. . . . MOODY'S INVESTORS  
SERVICE . . . N. C. & ST. L. RAILWAY . . . NEW  
YORK WIRE CLOTH COMPANY . . . PET MILK COM-  
PANY . . . RALSTON PURINA COMPANY . . . RAMSEY  
ACCESSORIES MANUFACTURING CORPORATION . . .  
ROTOTILLER, INC. . . . SEFTON NATIONAL FIBRE CAN  
COMPANY . . . SEGO MILK PRODUCTS COMPANY . . .  
SIMMONS HARDWARE COMPANY . . . C. A. STEGMANN  
... STOKELY BROS. & COMPANY . . . TWINPLEX SALES  
COMPANY . . . V. VIVIANO & BROS. MACARONI MAN-  
UFACTURING COMPANY, INC. . . . WIZARD BELTX  
COMPANY.

The New York Office will continue to occupy the 21st floor of the  
McGraw-Hill Building, 330 West 42nd Street, as heretofore.

**GARDNER ADVERTISING COMPANY**  
ST. LOUIS                    NEW YORK                    LOUISVILLE

Botsford Constantine & Gardner  
PORTLAND                    SAN FRANCISCO                    SEATTLE

## The Little Schoolmaster's Classroom

THE Schoolmaster is always interested in examples of fast work in the advertising business. The speed in which campaigns are put together and closing dates met often takes his breath away.

For instance, there was the recent State-wide advertising campaign of the Shell Petroleum Corporation in Ohio. In less than six days' time, including a two-day holiday, 7,000 service station and truck banners, 3,500 three-by-five-foot station posters and a large number of full-size 24-sheet posters were made, delivered and posted throughout the State.

In addition, all newspaper advertising copy was set, mats made and shipped to Ohio newspapers, as well as broadside instruction books for dealers and jobbers, and pamphlets to be handed out at service stations delivered in the same time. This was done so that the whole advertising campaign being conducted could be started on the same date.

The artist completed his drawings for the banners and posters on a Sunday and they were delivered to the lithographers for photographing and plate work. The lithographers completed their work Monday night and the presses started printing Tuesday morning. The posters arrived at Cleveland from Chicago, by special express,

Thursday evening and were being posted throughout Ohio on Friday.

\* \* \*

The Schoolmaster, along with a considerable proportion of the somewhat harried population of these United States, has become a little bit bored with Technocracy. He still can sit down, and after a few minutes' cogitation, play a sound game of Mah Jong. He even dallies now and then with a cross word puzzle. In fact, if a course were available he imagines that he might possibly enjoy eighteen snappy holes of miniature golf.

However, this Technocracy business is getting to be just another one of those things. Therefore, it was with an amused chuckle and a feeling of gratification that he noticed the last issue of the *American Mercury* on the newsstand. Bound around this copy was a strip of paper where editors usually display their wares. As he read the copy on this strip of paper the Schoolmaster was willing to admit that Mr. Menken had at last found the perfect "blurb." The laconic message was this:

"Not a line about Technocracy."

The Schoolmaster adds a silent but enthusiastic "Amen."

\* \* \*

Three plans for cutting the cost of sales conventions were worked

### TAKE YOUR CHOICE

**SHELL GASOLINE**

**With or Without Lubricating Oil**

**AT NO EXTRA COST**

3,500 of These Posters Were Made, Delivered and Posted in Six Days

# The most interesting advertising job I ever did

UNDER this heading *Printers' Ink* will publish a series of intimate, behind-the-scenes stories taken from the mental notebooks of a number of leading advertising agency executives.

In this issue J. K. Fraser, partner, The Blackman Company, tells how a formula memorized for a high school examination won him his first account. You will find his story on page 10.

How an advertisement directed at one man during the World War raised a pledge from \$500 to \$100,000 is the

theme of the contribution by H. S. Gardner, president, Gardner Advertising Company, Inc. This will be published next week.

In later issues other agency executives will dip into the past to tell about *their* most interesting jobs.

This series is dedicated to the belief that although the million-dollar accounts may require the hardest work, they aren't always the subject of reminiscent conversation when the coffee cups have been pushed back and the cigars lighted.

---

Feb. 2, 1933

out by the Boston Varnish Company. This organization had been in the habit of holding a general sales meeting each year. There are forty-five men on its force, covering the entire United States and Canada.

This year the company held a three-day meeting at Boston for its Eastern men and a two-day meeting at Chicago for the men traveling in the Middle-West. A special meeting was held on the Pacific Coast, handled entirely by the local manager. The Chicago meeting was handled by the Chicago manager with the assistance of two officials from headquarters. These sectional conventions saved considerably on traveling expenses and also on time.

A second saving was the elimination of entertainment. A regular feature of the former general conventions was a theater party, a banquet, etc. These were done away with.

A third saving was made by holding the meetings just before the Christmas holidays. This took the men off the road at a time when they ran the risk of losing the least amount of business through absence from their territories.

\* \* \*

When Quaker Oats were introduced into France it was quickly realized that soup is to the typical French family what cereal is to the typical American family. It was also realized that Quaker Oats makes a splendid base for soup.

Consequently, advertising appearing in France features this familiar cereal for use in soup. This advertising has met with a tremendous response and Quaker Oats, today, is a favored base for French soups.

\* \* \*

Arthur C. Lueder, postmaster at Chicago, thinks that advertisers could make a decided contribution to the improvement of postal service by including the street address of the company in their advertisements. A large number, he declares in a recent letter to advertisers and publishers in Chicago, do not and they thereby play a rather substantial part in the fact that

50,000 pieces of mail are received daily at that postoffice without street address. This is exclusive of mail destined for the very largest and best-known companies.

This condition, Mr. Lueder states, not only imposes a constantly increasing burden upon the post office, but seriously interferes with the prompt dispatch of such mail. In fact, he adds, non-delivery is often the result of failure to furnish a complete street address.

Noting that 50,000 pieces a day means something like 18,000,000 incompletely addressed letters in the course of one year, the Schoolmaster conducted a modest investigation into the current practice of advertisers in this regard. For advertisements in four magazines, two general and two women's, he found the score to be as follows. Out of a total of 291 advertisements, 189, or approximately 65 per cent, did not carry a street address.

Obviously there are certain classifications of convenience goods advertising where the presence of a street address is not particularly important, although it must be that even these advertisers will receive some consumer mail in the natural course of events. There are also instances of large companies located in relatively small centers where street address would not be important to prompt delivery. On the other hand, the Schoolmaster noted a number of cases of companies in large metropolitan cities that gave no street address in spite of the fact they were making a direct bid for inquiries.

The addition of a small line carrying street and number should not unduly tax the esthetic characteristics and space facilities of most advertisements. In addition to speeding up and insuring delivery such a collective move might help reduce that postal deficit and therefore (the head of the Class is a perennial optimist) taxes.

\* \* \*

The Squibb toothpaste package currently contains an effective package insert, designed to promote the sale of another member of the Squibb family—Adex tablets. The insert has a package of its own, about three inches long, three-quar-

ters of an inch wide and quite slender so as to fit alongside the tube of toothpaste in the outer package. The insert package is open at both ends to make convenient access to its contents. It carries these words: "This little package contains a message of great importance."

The contents thus referred to are two in number: (1) a piece of selling literature describing the nature and potential accomplishments of Adex tablets; (2) an individually wrapped sample tablet whose purpose is to convince one that the tablets are easily taken. An unusually efficient and compelling use of the vacant space in a toothpaste package, the Schoolmaster thought.

\* \* \*

The Schoolmaster has just been reading "A Summary of the United States Census of 1930—for Cities of 100,000 or More" which has been prepared by E. Katz Special Advertising Agency. As its title says, it summarizes census figures for large cities—but it goes further than that by adding three sets of figures, income tax returns, electric subscribers and home telephones.

If you like statistics this book will give entertainment as well as help. In it you will find the names of ninety-three cities of more than 100,000 in the United States, with their populations and their rank. From New York to Lowell, Mass., these cities all have statistical pictures of their own.

It is interesting, for instance, to compare them first on the basis of rank, then on income-tax returns, then on homes owned, then on retail and wholesale sales. Such a comparison indicates pretty clearly that sheer population is not always the most reliable guide to markets, a fact that will not surprise statisticians but will surprise a lot more advertisers than should be the case.

Few statistical collections built on the census contain quite so much important information so admirably briefed for instant desk reference.

\* \* \*

The Schoolmaster wants a new deal. Without wishing to appear fretful, he wishes to be protected from the sudden epidemic of adver-

## Announcing the **CAMP and HEALTH EDITION**

**Womans Press Magazine**  
**May 1933**

Advertisers in the March, April and May issues may secure a direct mail follow-up of the nation-wide Y.W.C.A. camp market.

**Special space rate**  
reduction for these issues only.  
Complete data on request. Write  
or telephone

**600 Lexington Ave., New York**  
PLaza 3-4700  
Dorothy Putney, Adv. Mgr.

★ ★

## **WANTED** **a Job**

**PRINTING • TYPOGRAPHY &  
MECHANICAL PRODUCTION**

FOR an agency, manufacturer or department store that is interested in securing the best work in the above fields this man would be a find. He has real creative ability hitched to a world of sound experience in the mechanical preparation of advertisements and printing. Paper, ink, typography, engravings—these are his meat. A man who knows at all times what he is doing and the easiest and most economical way to get it done.

\*Address

PRINTERS' INK, Box 90,  
185 Madison Avenue, New York

★ ★

Feb. 2, 1933

## If Your Product Is Sold By—

- Department and Retail Stores
- Dry Goods and Toy Jobbers
- Mail Order Houses
- Chain Stores

## We Offer Immediate National Distribution . . .

through direct personal contact of our 20 Coast-to-Coast salesmen in key cities.

Complete national sales coverage. Sales, advertising, styling and package advice. Market surveys. New York display.

**HYATT LEMOINE &  
ASSOCIATES**

108 W. 43rd St., New York, N. Y.

## Reliable Publicity

Apr. 15, 1932.

ASSOCIATION OF NATIONAL ADVERTISERS, Inc.  
New York, New York.

Gentlemen: In response to your letter of April 13, we are very pleased to advise you that Sutton and Schipper, Inc., have been engaged by us for approximately one year doing national publicity work. We have found them to have a very keen capacity for getting the true publicity angle, and are entirely satisfied with their work, and intend to continue with them.

Very truly yours,

INDIAN MOTORCYCLE COMPANY.

JAMES A. WRIGHT, Director of Sales.

**Sutton & Schipper, Inc.**

Industrial News Counsel

232 Madison Ave., New York, N. Y.  
Co-operation with Advertising Agencies\*\*\*

TORONTO  
HALIFAX  
MONTREAL  
WINNIPEG  
LONDON, Eng.

**"GIBBONS KNOWS CANADA"**  
J. J. GIBBONS Limited  
CANADIAN ADVERTISING AGENTS

REGINA  
CALGARY  
EDMONTON  
VICTORIA  
VANCOUVER

tisements that carry prominently in the headlines, "A New Deal." Recently he picked up an issue of a business paper to find two advertisements, nestling next to each other, each headed, "A New Deal."

Like a man with an aching tooth, who against his will continues to bite on it, he began searching. He found that it is pretty hard work these days not to find at least one advertisement in a business paper that isn't offering dealers a new deal.

And so for the present he begs all copy writer members of the Class to remember that the one great danger of using a popular catch phrase is that it is popular and any copy writer can use it.

### We Like This Letter, Someway

HAVERTY FURNITURE COMPANIES, INC.  
ATLANTA

*Editor of PRINTERS' INK:*

We are returning the clippings which you so kindly sent us some time ago. These served our purpose nicely.

It would not be amiss to tell you I value my PRINTERS' INK subscription, especially the WEEKLY, more highly than any other magazine that are received in this office, and we get at least six or seven publications relative to advertising.

While I haven't been a subscriber to your publication but for the last five or six years, I have been a reader of it for about twelve, because the last year or so I was in high school, and all during the time I was in college, whenever I could spare a dime from the week-end dates, I always purchased one of your magazines.

JAMES W. PETTY, JR.,  
*Advertising and Sales  
Promotion Manager.*

### With Olsen-Schmid

W. R. Jackman, former head of the Jackman & Dingle advertising art studio, Chicago, is now with the Olsen-Schmid Studio of that city.

## If—

any independent advertising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. Direct-by-mail booklet and catalog work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "W," Box 88, Printers' Ink.

# Classified Advertisements

## BUSINESS OPPORTUNITIES

### Will Consider Purchase

small strictly legitimate established mail order business. No triflers or schemes. Box 739, Printers' Ink.

**Have a Moderate Sum** to invest in a paying trade paper or magazine who can use the services of an advertising man with a wealth of experience in both East and West. Box 740, Printers' Ink.

**I HAVE \$60,000 TO INVEST FOR ALL OR PART OF AN ESTABLISHED SUCCESSFUL DRUG OR PROPRIETARY BUSINESS.** BOX 736, P. I.

**WANTED—PUBLISHER OR PROMOTER** with capital to market a self-taught Bookkeeping course, containing unusual features. Reply Box 741, Printers' Ink.

**Novelist, 35 years age,** seeks collaborator, capital about \$2,000—preferably printer to set up printing establishment during Chicago Exhibition. Write Pielin, 8, Avenue du Chateau, Vicennes, Paris, France.

**Leading Canadian Export Publishers** preparing new Canadian monthly magazine for Canadian export executives are open to appoint advertising representatives in New York City. Give full particulars of organization to Box 738, Printers' Ink.

## MISCELLANEOUS

**FOR RENT** outside office space in the Tower Building, 6 North Michigan Avenue, Chicago. Office completely and attractively furnished. Rental \$30 a month includes cleaning, light, etc. Ruth Hamblen, Room 1512, 6 N. Michigan Ave., Chicago. Telephone: Dearborn 9560.

**FOR RENT**—Small private office, 104 sq. ft., good light, in the Cameron Bldg., 185 Madison Avenue, corner 34th Street. Rent includes cleaning, service, light and telephone. J. S. Heilman, 14th Floor, 185 Madison Ave., N. Y. Telephone: AShland 4-6500.

## HELP WANTED

**Printing Salesman** of ambition, now successful. Complete modern plant in New Jersey suburb has opening leading to important position. Commission. Address Advancement, Box 742, Printers' Ink.

**Premium Salesman Wanted**, experienced in devising and presenting premium schemes to manufacturers selling by such methods. Chicago territory, \$50 weekly and expenses. Box 744, P. I.

**Advertising Manager Wanted**; active, Christian, who can organize go-getting force. New monthly, strong reader and adv. appeal. Moderate investment secures position and substantial interest. Suite 304, 8 W. 40th St., N. Y.

## WANTED Sales Manager

Established New York, 30 years. Excellent financial condition. Personal ownership. Drug, Hardware and Grocery trades. Also agents as introducers. Leads its field in reputation and sale.

Please don't write if your experience and beliefs rate "advertising" as the essential force or unless you can bring a naturally unselfish nature and intense clear-thinking to conduct special relationships by mail to make them mutually profitable and inspiring to all concerned.

Replies to be considered, must be fully detailed as to education, experience, family, etc. Address Box 746, Printers' Ink.

## POSITIONS WANTED

### ADVERTISING DESIGNER

with 5 years' experience in first-class agencies. Layout, type, finished lettering and a practical knowledge of production. Quality work. Age 26. Box 745, P. I.

**Editor**—experienced editorial and advertising copy, layout, solicitation, contacting, desk work, fiction, special magazine and newspaper writing. College graduate. Depression salary. Box 743, Printers' Ink.

**Lecturer and Writer** in Merchandising with twelve years' experience preparing text and delivering addresses before Civic, Trade and Fraternal Organizations. Four years' experience in Radio work. Willing to travel. Box 747, Printers' Ink.

**MARKETING AND RESEARCH ANALYST**, with Advertising Experience. Now employed but desire position with more assured future. Have conducted research studies from inception through completed reports. Thoroughly familiar with Both Field and Office Detail. Woman: Ten Years' Business Experience: Attractive personality: Capable of handling any or all business details in chosen field of work. Locale immaterial. Box 737, P. I.

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# It isn't a gamble

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If you use printed advertising (and who does not?), and it doesn't quite square up with some of your ideas, why don't you say to him or her (whoever handles the details of your printing),

**"try Charles Francis Press  
on the next printing job"**

You have nothing to lose, and you stand to win something, whether it be a money saving or a sort of service that may be quite new to you.

---

**Charles Francis Press**  
PRINTING CRAFTS BUILDING

**461 Eighth Avenue** • New York

*Feb. 2, 1933*

---

**T**he Upstairs  
Departments\* of Chi-  
cago Loop Depart-  
ment Stores spent  
more money in 1932  
in the Chicago Trib-  
une than in all other  
Chicago newspapers  
combined.

★ which account for  
80% of all Loop  
department store  
expenditures for  
advertising.

*Chicago Tribune Offices:* Chicago, Tribune Tower New York, 220 E. 42nd St.  
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.  
San Francisco, 820 Kohl Bldg.

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65

PC